VOLUME 66

DECEMBER, 1920

NUMBER 3

She INLAND PRINTER



Leading Trade Journal of the World in the Printing & Allied Industries

Fortis Cents



Who would reset a whole line when only one letter is wrong?

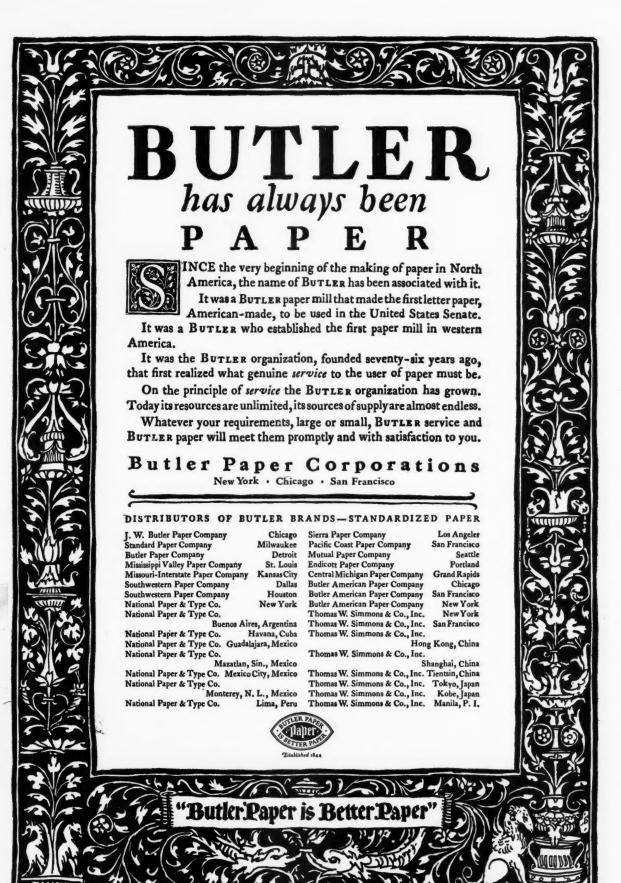
-who would use two men and a machine to make a correction that one man could make quicker, and without leaving his frame?

Typesetting machines were devised for composition; to use them for work which can be done economically only by hand is but to defeat the purpose for which they were intended.

Monotype Composing Machines are continually producing; the cost of the necessary evil of corrections is reduced to the minimum-one man's time.

The one machine system of Non-distribution is solely a Monotype activity.

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA



The Aristocrat of the Business Man's Desk!

CASTLE BOND

CLEMENTS PAPER COMPANY

Paper for Printers Exclusively NASHVILLE. TENNESSEE

Profit Producing Printing Papers

BONDS LEDGERS TYPEWRITER PAPERS BOOK PAPERS COVER PAPERS BRISTOLS CARDBOARDS

DOCUMENT MANILA ENVELOPE MANILA BLOTTING PAPERS ENVELOPES CUT CARDS RULED HEADINGS SHIPPING TAGS

Parker, Thomas & Tucker Paper Co.

TABLET CEMENTS, Etc.

535-539 South Franklin Street Chicago

The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY

Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex, Aug. 2, 1911.
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen.—I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas. Would be pleased to have
you use this letter in any way you see fit.
Vours yery truly. B. D. Geiser.

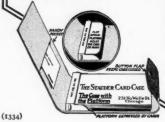
Yours very truly, B. D. Geiser,
Foreman Mailing Dept.
Manufactured in inch and half inch sizes
from two to five inches.
For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Economy is the Popular Thought

The Stauder Card Case—the Case with the Platform—makes a strong appeal right now, because it eliminates all waste of cards, avoids the additional expense of scored, perforated, or padded cards; saves cards from becoming soiled, and in addition is an elegant piece of leather goods.

Being Engravers - We Know



Personal experience taught us the need for just such a case as this. So we brought it out. It helps you to hold your trade because it pleases them and saves them money, Holds one card or many with equal security. Each one castly withdrawn—lean and part of the cards as well as single one.

Get a sample and show it. It sells on sight. Others imitate — none equal.

STAUDER Engraving Company 239 N. Wells St., Chicago

The INLAND PRINTER

Vol. 66, No. 3

HARRY HILLMAN, Editor

December, 1920

Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U.S.A. New York Advertising Office, 41 Park Row

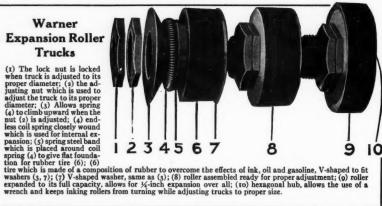
TERMS - United States, \$4 a year in advance; single copy, 40c. Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

Improved Expansion Roller Trucks for Gordon Presses

Expansion roller trucks are becoming a necessity in most Gordon pressrooms, due to the lack of uniformity in the size of composition rollers. Trucks of various kinds have been introduced to the printers at different times, one of the more recent being the Warner expansion roller trucks, which are said to offer unusual advantages to the job printer. The accompanying illustration shows the construction and the action of the trucks, and is worthy of careful study. Full information regarding this new device may be had by writing to the Warner Expansion Roller Truck Company, Box 424, North Chicago, Illinois. -From The Inland Printer, October, 1920.

Warner **Expansion Roller** Trucks





parisons with hand feeding, there are none. I'd say that comparisons are odious. I ran a job in two colors, close register, of 75,000, register perfect and at a rate of 1500 per hour for the whole run, make-ready and all.

John W. Schaef-

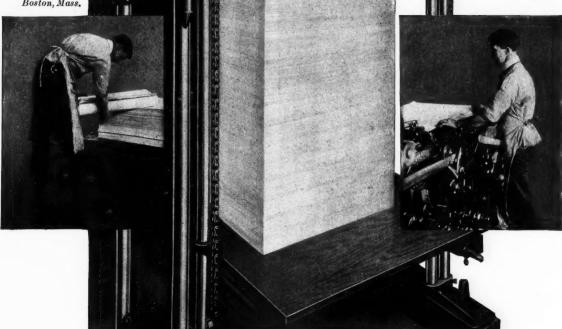
FER & Co.
Boston, Mass.



Regarding the Dexter Combing Pile Feeder which you installed for us, we are not in a position to give any definite data about press runs, etc., but the work done with it has been entirely satisfactory to us.

The Giraldi Co.,

Brooklyn, N.Y.



Loaded Once a Day

The Dexter Combing Pile Feeder does away with 20 to 30 press stops and starts per day. You load the automatic feeder during make-ready time.

The elimination of getting lifts and feeding by hand means an extra output of from 20% to 40% when automatic feeders are installed.

We've a large and fast-growing list of users in your locality who will testify to the increased output and better register of presses equipped with the Dexter Combing Pile Feeder.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO

PHILADELPHIA

BOSTON

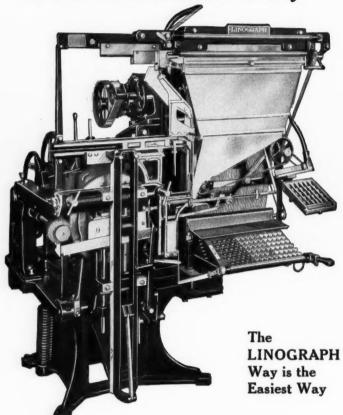
DALLAS

ATLANTA

SAN FRANCISCO

THE LINOGRAPH

Is the First Machine to Buy



Here Are a Few Reasons:

A Linograph is used more and is the most useful machine in the shop.

A Linograph makes possible a greater amount of news that is still new.

A Linograph enables you to keep the rest of your equipment in more regular use, thus increasing your income and profits. A Linograph enables you to spend more time with your patrons, which gives you a wider acquaintance in the community.

A Linograph actually pays off the old debts while paying for itself, and then proceeds to make you financially independent.

Write us for more details.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE

General European Agent

Rue des Boiteux 21, Brussels, Belgium.

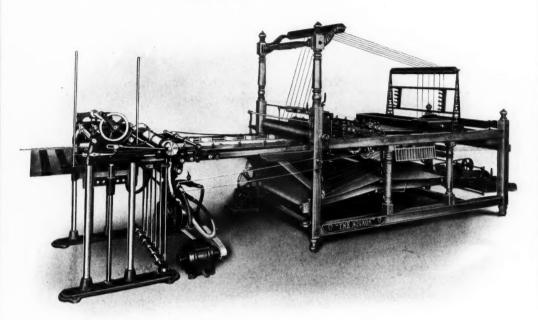
PARSONS & WHITTEMORE, INC.

Agents for Australasia

30 Market Street, Sydney, Australia, N. S. W.

The "HICKOK"

Has stood for Quality and Quantity Production for Seventy-Five Years



For three generations the "HICKOK" Paper Ruling Machines and Pens have been the standard the world over. We now offer the trade many new ruling devices. The "HICKOK" Automatic Paper Feeder and the "HICKOK" Card Ruling Machines and Feeders have been perfected by us in the last five years and their success has been unbelievable.

Wherever a firm is found that has stood the test of time and has prospered, there the HICKOK Ruling Machines and HICKOK Paper Feeders will be found exclusively.

Our prices are higher than our competitors', but cheap machinery is always a liability. The best is none too good.

THE W. O. HICKOK MFG. CO.

Established 1844

HARRISBURG, PA., U.S.A.

Incorporated 1886

THE HOBBS MFG. CO., 59-61 Hatton Garden, London, E. C., England, Sole Agent, Great Britain and Ireland.

J. P. HEILBRONN CO., Manila, Philippine Islands, Sole Agent, Philippine Islands.

NATIONAL PAPER & TYPE CO., 32 Burling Slip, New York City, Sole Agent, Mexico, Central and South America, and West Indies.



MR. HARRY BLAETZ, General Superintendent

SUPERThese men are our pride deliver



In Conference with Assistant Superintendent Maginnis and Foreman Hespell

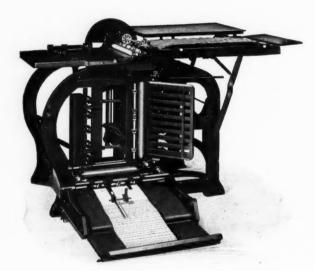
-VISION and your joy—because they the goods

Royal Electrotype Company
Philadelphia

The Cleveland Folder

For

Maximum Bindery Efficiency



Showing right angle delivery

The Ideal Machine for Folding

A wide range of attractive and efficient forms—191 in all, including "so-called" standards

In parallel folding the Cleveland will take a sheet as large as 26x58 and as small as 4x7

In right angle or oblong folding the Cleveland will take a sheet as large as 26x40 and as small as 8x8

Our descriptive booklet sent on request

THE [IEVELAND FOLDING MACHINE [O]

General Offices and Factory - Cleveland

New York - Aeolian Building

Boston - 101 Milk Street

Chicago - 532 S. Clark Street

Philadelphia - The Bourse

Print Any Form on Your Job Press that Will Fit the Chase

No Streaking No Smearing
Eliminate All Double Rolling and Most Offset

The Doyle-Allen Ink Distributor

- 1-Improve the quality of your job work.
- 2—Eliminate double rolling of heavy forms.
- 3-Save a large percentage of your slip-sheeting.
- 4-Prolong life of press by reducing the impression.
- 5—Increase the capacity of platen presses for larger work.
- 6-Reduce the wear and tear on rollers.
- 7—Overcome streaking in heavy half-tone and solid tint forms.
- Eliminate the use of form bearers.
- 9—Economize on amount of ink used from 20 to 50 per cent.



The Doyle-Allen Ink Distributor attached to a Chandler & Price Gordon Press

The fact that there are some five thousand Doyle-Allen Ink Distributors in operation in approximately three thousand plants, shows that a large percentage of our business has been repeat orders, and that there is real merit in this money-making and time-saving device. Have your platen presses equipped with Doyle-Allen Ink Distributors if you want them to produce better and more profitable work.

The Doyle-Allen Ink Distributor is protected by basic patents which cover the positive drive of distribution rollers by gears. This is the identical method employed on cylinder presses and we guarantee perfect distribution on any form that will fit your platen press. There is no other method of obtaining the necessary vibration. The gears do the work. The Doyle-Allen Ink Distributor distributes.

We have certainly procured some wonderful results on our jobbers since we are using the Doyle-Allen Distributor. We are really running forms on our jobber that we used to run on cylinder.

SERVICE PRINTING Co., Canton, Ohio.

We are very well pleased with the Doyle Distributor and the results we are getting. Samples under separate cover show what we have done.

THE BLANCHARD COMPANY Aurora, Ill.

The Doyle-Allen Ink Distributor is all right.—The Clafin Printing Co., Lincoln, Neb.

This insert printed on a 10 x 15 jobber, equipped with Doyle-Allen Ink Distributor, single rolled, not slip-sheeted

BRITTON & DOYLE

Doyle Platen Press Plate Heater Doyle-Allen Ink Distributor 205 CAXTON BUILDING CLEVELAND, OHIO

Doyle Electric Sheet Heater Doyle Vacuum Sheet Cleaner Prevent Offset and Eliminate Static Electricity

By Using

The DOYLE ELECTRIC SHEET HEATER

for Cylinder Presses, Rotary Presses, Folding Machines and all Machinery Handling Paper

for KELLY PRESSES

for MILLER FEEDERS



(PROTECTED BY PATENTS AND APPLICATIONS)

ADVANTAGES

SUFFICIENT heat is economically developed under all circumstances to permit the carrying of sufficient ink on heavy forms without slipsheeting. The ink sets quickly enough to allow backing up without expensive delays. The peculiarity of electrical heat absolutely removes all static alexanders.

sheeting. The ink sets quickly enough to allow backing up without expensive delays. The peculiarity of electrical heat absolutely removes all static electricity which allows faster running, particularly with thin stock. Perfect jogging is insured, paper spoilage is reduced. Pressroom efficiency is increased as there is no oxygen consumption from electrical heat. There are no fumes to lower the vitality and injure the health of pressroom employees. Better

work and greater production result. Safety is a big advantage. The essential open heat is retained but there is no flame—no matches,

There are other advantages, too, if you write for details.

We have our heater and it is working

HUTTON AND JENKS, Bancroft, Iowa.

The results we have secured are more than we expected and we are certainly pleased. Your burner is certainly an efficient device and admits of obtaining better quality and greater output from cylinder presses.

TECHNICAL TRADE SCHOOL, Nashville, Tenn

Send three more heaters as soon as possible.

LAGONDA PUB. Co.

Springfield, O.

CONSTRUCTION

THE Doyle Electric Sheet Heater is an open glow heater throwing an intense live heat on any desirable part or the entire sheet of paper. It may be fastened to any delivery

or any part of any press.

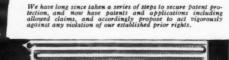
The steel channel supports four heating elements of asbestos stone alloyed to withstand the rack and run of everyday usage. A combination switch at each end regulates the operation of each individual unit so any combination may be used and no heat wasted.

no heat wasted.

A special formula heating wire of recent invention is used at only one-third of its capacity to insure perfect results, positive

durability and economical operation.
The entire device is guaranteed for one year against any defect. The construction is strong and durable. It is designed to outlive

vour press,



Showing One Unit and Control Switch

BRITTON & DOYLE

· · CLEVELAND, OHIO

Press Room Efficiency Appliances

DOYLE ELECTRIC SHEET HEATER DOYLE VACUUM SHEET CLEANER DOYLE-ALLEN INK DISTRIBUTOR DOYLE PLATEN PRESS PLATE HEATER

When writing mention the size and kind of press and voltage of electrical current.

No. 2 Continuous Feed Machine

THIS machine has an attachment for operating the table up and down continuously. When the clutch is thrown out, it can be operated the same as a No. 2 machine by the foot pedal.

A greater output can be obtained, without undue hardship on the operator, with the continuous table movement.

This machine is built especially for telephone directories and catalogues.

The speed of this machine is about 20 books per minute of one inch in thickness or more. It can be used for drilling more than one hole by shifting the stock.

When the machine is running with the continuous movement it sets the pace for the operator.

Equipped with cutter and extractor, wrench and scraper for sharpening cutters.

No. 4 Round Hole Cutter

With Four Extra Heads

THIS is absolutely the only machine on the market that will drill five or six holes through paper or pasteboard stock at one operation.

Ours is also the only machine that will drill holes as far from the back edge of the material as is necessary.

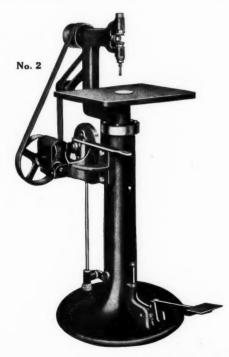
Of course these heads are adjustable and may be easily removed or shifted. Any number from one to six may be used at once. If six heads are to be used to any considerable extent, we strengthen the machine in certain parts, for which an extra charge is made.

We strongly recommend individual motor drive for this machine. It requires a 2 H. P. motor. However, it can be operated satisfactorily from a shaft; and we can equip this machine with tight and loose pulley if desired. Built in four models.

BERRY

MACHINE COMPANY

309 North Third Street St. Louis, Mo.





Dowd Knives made in the old fashioned careful was





After seventy years of continuous operation the Dowd Knife Works continue to make cutting knives for every purpose in the good, old-fashioned, careful wav.

While machine work has replaced handwork on several operations, the same painstaking care is the inviolable mile

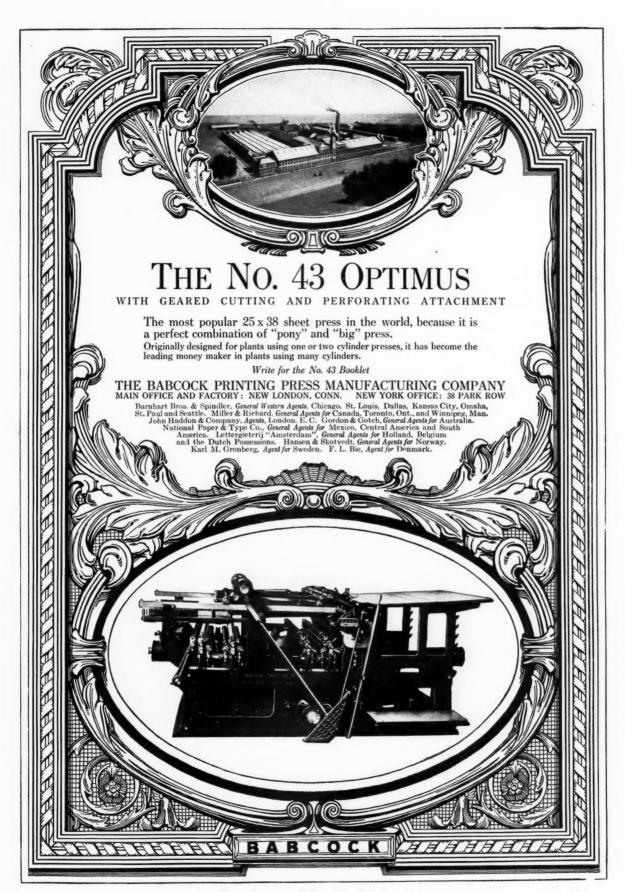
Dowd Knives have a quality that makes them satisfactory as well as economical. Do vou use them?

> Tell us your knife problems - profit by our experience.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.



WhyBuyType

Leads and Rule

When they can be made with the

THOMPSON TYPE, LEAD and RULE CASTER

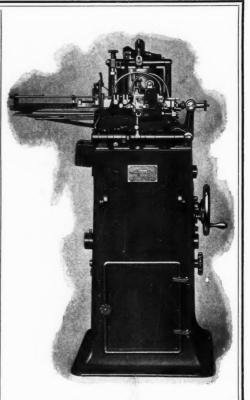
600 Ft. 2-point Leads or Rules Per Hour

150 Lbs. Type Per Day

GET OUR NEW CATALOGUE

THOMPSON TYPE MACHINE COMPANY

CHICAGO 223 WEST ERIE ST NEW YORK WOOLWORTH BUILDING



The Only Combined Line-up and Register Table on the Market

IF

you want to prepare an accurately lined up strike sheet in two to three minutes

IF

you want to prepare a key sheet for color forms without the necessity of going to press with the key form

IE

you want to be sure that every form is backed up accurately

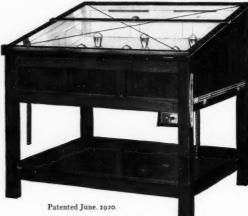
IF

you want to eliminate press-waiting time

IF

you want to save hours of productive time in every department

Then satisfy these wants by installing



Standard sizes, 38" x 50" sheet, 45" x 65" sheet. Other sizes to order.

The Premier Line-up and Register Table

Assures accuracy, speed and increased profits. Write for literature.

PREMIER REGISTER TABLE COMPANY

107 West Canton Street, Boston 18, Mass.



Split Grippers will Split Costs

The impression that prints the job will also

Perforate, Punch, Cut, Crease or Emboss

The most versatile attachment ever applied to a printing press. Better work can not be done by any other process. One handling completes the job. No cut rollers, no inked perforations, no discs of paper on the rollers. Let the grippers do it! Quickly applied. Will last for years. Money back if not satisfied.

Outfit consists of I Split Gripper and bolt for attaching to press, I perforating blade, I creasing blade, and two quarter inch punching dies. In ordering, give size and make of press.

For 10x15 press and under, complete, \$10.00; over 10x15, \$12.50.

Canada, \$11.50 and \$14.35

TYPODEX CO., removed 31 Wendell Street, Cambridge, Mass.

Better Catalogues at Less Cost



Telling a Man to Keep Your Catalogue Won't Make Him Do It! H^E will keep it without being told if it contains pertinent information in permanent form.

Well printed, well illustrated matter, displayed upon good paper, covered attractively and securely bound, impresses, and is commendable as a wise salesman. But a catalogue which falls apart into a heap of separate sheets is a poor salesman who has failed at the psychological moment.

And the difference between retainment for reference and disdainment to the waste basket is not a case of cost, but of KNOWING HOW to have the binding done. Give your saddle stitched, paper covered catalogues a lasting binding by reinforcing the inner section with a muslin strip; also strip the cover and insert the sections into the cover and stitch or saddle sew them. The books can be stripped with a harmonious color of paper to cover the stitches.

The reinforcing on the inner section gives added strength and the leaves will not tear away from the stitch nor break in the fold as in the ordinary catalogues.

And it's cheaper, for the labor is done on the Brackett Stripping Machine.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books 3/4" to 1" thick and strip index sheets, reinforce paper covered pamphlets between cover and outer sections, or do any other stripping which is done by hand.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.

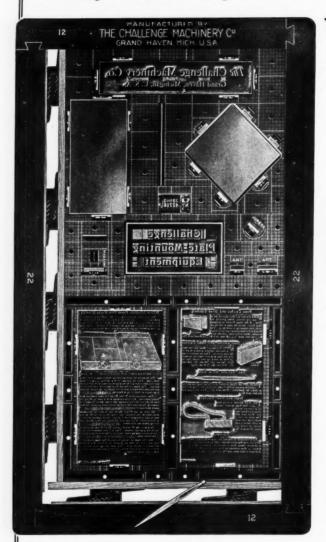
BRACKETT STRIPPING MACHINE CO.

TOPEKA, KANSAS

GEORGE R. SWART & CO., Inc., Marbridge Building, New York, N. Y., Eastern Selling Agents.

Challenge Plate-Mounting Equipment

THE perfect adaptability of sectional blocks and register hooks to every sort of flat bed printing; the absolute permanency of plate position; the quick registering of plates; the extremely narrow margins; the possibility of placing a hook wherever needed; the absence of trenches beneath the plates, which weaken them and make interlaying impracticable; the convenience of pica line calculation for imposing the plates in perfect alignment; the unlimited interchangeability of blocks, so that pages, lines or lone figures in type may be inserted in any portion of the form and locked as securely as if an all-type form; the adaptability to any size plate set at any angle desired, and instantly registered; the perfect lock-up of blocks; their flat bearing on the press bed; their unchangeableness; their impression resiliency and the clearness of print it yields; the artist-proof impression that may be obtained by proper overlaying and underlaying and the light wear on plates, make the Challenge Sectional Blocks and Register Hooks answer fully every requirement of the most exacting printer.



Upper half of form illustrated demonstrates the "Expansion System" for register work, using 6x6 and 4x6 Art, and 8x8 Eureka Swivel Hooks. Blocks 8x8 ems or smaller are used. Note the use of type, numbering machine and scoring rule in this sectional block form.

Lower left page demonstrates the "Economical System," also for register work, using Art Hooks and largest possible sections to make up the page. Challenge Labor-Saving Iron Furniture is used for the gutters and head margin.

Lower right page demonstrates the "Simplex System," for one color work, using Simplex-Universal Hooks and steel side and head catches. The form is locked up in a McGreal Combination Chase, the great time and money saver. Challenge Hempel Quoins are used for the lock-up.

Challenge Plate-Mounting Equipment

has solved the plate-mounting problems of many perplexed printers, big and little, and is the equipment you will eventually adopt, whether you do Book and Magazine Work, Catalogs, Booklets, Fine Color and Register Work, Labels, Folding Box Cartons, or other specialty printing.

Our illustrated Free Booklet, entitled:

"Challenge Plate-Mounting Equipment" explains, in detail, the following:

The "Expansion" Plate-Mounting System
For Register and Book Work

The "Simplex" Block System
For Book and Magazine Work

Wilson Adjustable Patent Iron Blocks
For Catalog and One-Color Work

Challenge Four-Section Register Blocks
With Built-in Art Register Hooks

Challenge Electrotype and Stereotype Blocks
The Popular and Best One-Piece Block

Challenge Cast Iron Newspaper Bases
Made in all standard Column Sizes

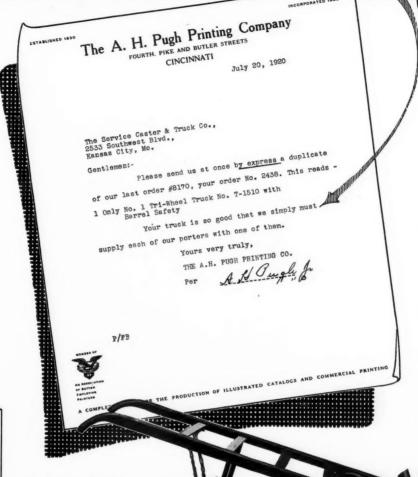
Challenge Cast Iron Stereotype Bases
In Labor-Saving Fonts

Special Blocks for Special Uses Made to Order

Also send for our Free Vest Pocket Catalog "Challenge Creations," explaining many other good things for Printers

The Challenge Machinery Co. Grand Haven, Mich. NEW YORK

"A Tri-Wheel Truck for each porter"





Service Casters and the Service Eleveyor Truck are other units of Service equipment which are making for better transportation in countless establishments. Let us show wherein they are most economical for you to use.

The Service Tri-Wheel wins such letters of commendation because it's a happy combination of a two wheel, one-man, truck and a platform truck. With a Tri-Wheel, one man can "break over" a load that would require two men using an ordinary two wheel truck.

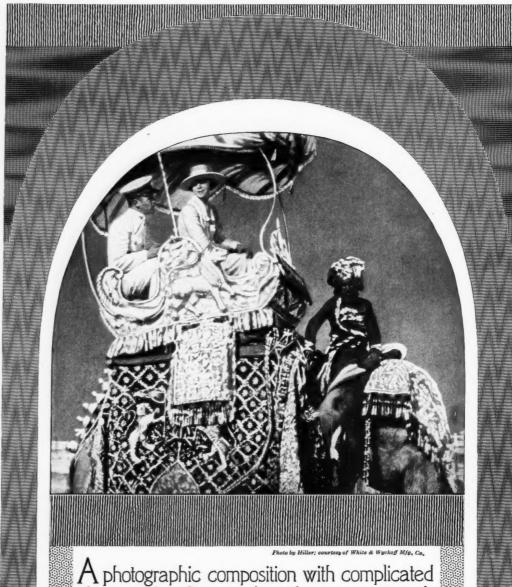
The Service Tri-Wheel is a great saver of your truckman's energy since it carries all the weight of the load.

We'll be pleased to send descriptive literature.

The Service Caster and Truck Co. Kansas City, Mo.

Sales Office Transportation Bldg. Chicago, Ill. Sales Representatives in Principal Cities

SERVICE TRUCKS



A photographic composition with complicated frame of Ben Day made without any art work ordrawing. The effectiveness of this treatment is obvious. A Sterling "stunt"—but how many engravers would care to undertake it? See how the illustration is set off by the border.

STERLING ENGRAVING COMPANY, NEW YORK



200 William Street

10th Ave. at 36th Street

Call a STERLING Representative

296

Please Mention THE INLAND PRINTER When Writing to Advertisers.

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.

ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

For the Small Work Economically and Quickly Done— THE PEARL PRESS



Six Strong Points of the Pearl Press

- 1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
- 2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.
- 3. Durability. Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.
- Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.
- **5. Noiseless.** Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.
- 6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

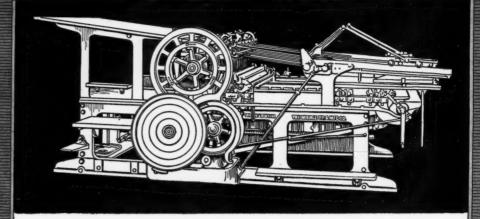
Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally





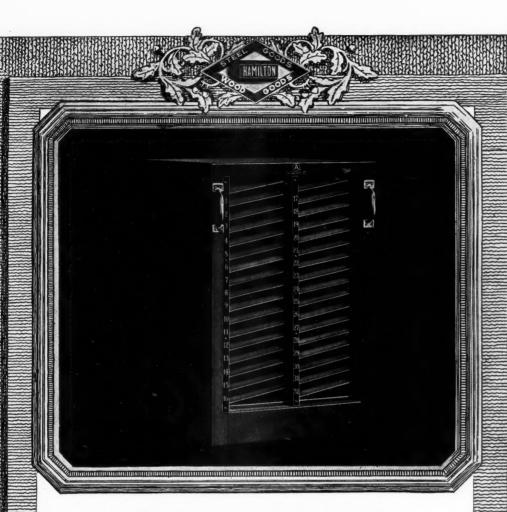
Hope and Confidence

MORE than thirty years ago, when we began building the Miehle, our capital was mostly Hope and Confidence.

To-day, we have earned the confidence of those we have served and have realized our own hopes by fulfilling those of our customers.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago



PERFECTION



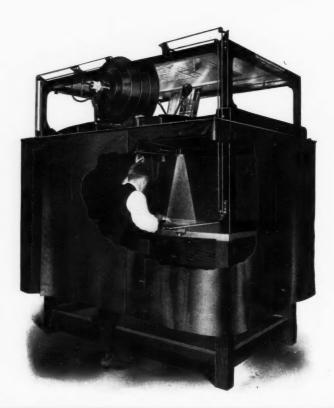
Our Rolling Galley Transfer Truck (No. 664) shown above, used in conjunction with Hamilton onepiece galleys, is an example of Hamilton efficiency. It is the present-day perfection of this composing room factor. there is in nature, so there is in applied art, a point of perfection. He who recognizes it, and is influenced by it, has a good taste: he who is not sensible of it, but is satisfied with what is below or above that point, understands neither art nor nature, and has no conception of scientific efficiency. —La Bruyere: Of Works of Genius

Our modernized line of composing room equipment makes an irresistible appeal to progressive printers.

The Hamilton Manufacturing Company
Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



A Remarkable Device which Registers Forms BEFORE Going to Press

EVER before has the scientific principle of optical projection been made available for registering forms. But now, in the Taylor Registering Projector this scientific principle is made a practical printing help which has improved results, cut down standing time on press and lowered production costs during the three years since its development.

A true and exact image of an impression of the key form, or other registering detail, is projected (as in a moving picture machine) directly upon the form, which is held on the stone as on the bed of a press. To obtain register, merely move the plate or type-matter to the proper place as shown in the "picture" on the face of the form, secure it in position, and you are ready for the press. Simple, isn't it? Users have often asked the question: "Why didn't somebody think of this before?"

What does this mean? It means that an operator of only average experience can do more accurate registering in half the time of other methods. It means guesswork is eliminated, makeup time in the composing room and striking in on the press are reduced to an almost unbelievable minimum.

On every method of making up forms, it has thoroughly demonstrated its remarkable time-saving qualities, both in makeup and, what is more important, in cutting down standing time on press.

You can learn full details of this new system of registering by writing at once for our detailed literature. At the same time, if you so desire, we will give you details of our financial plan by which the Taylor Registering Projector can earn its way, paying for itself out of increased earning in your own plant.

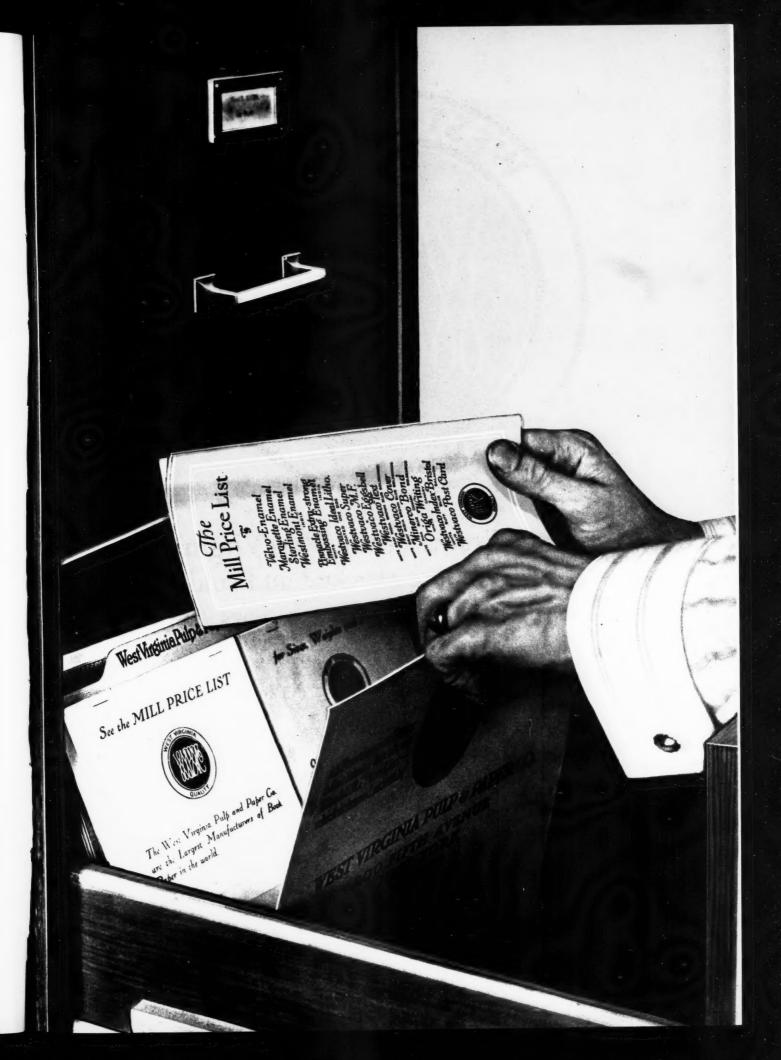
There is no better time than now. Rip out this page as a reminder to write to us today.

THE TAYLOR REGISTERING PROJECTOR CO.

927 Linden Avenue

Baltimore, Maryland

TORONTO TYPE FOUNDERS CO., Ltd., Sole Agents, Canada and Newfoundland





The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the MILL PRICE LIST:

DETROIT . . . The Union Paper & Twine Company CLEVELAND . . The Union Paper & Twine Company CINCINNATI . . . The Chatfield & Woods Company PITTSBURGH . . The Chatfield & Woods Company BOSTON The Arnold-Roberts Company PHILADELPHIA . . . Lindsay Brothers, Incorporated WASHINGTON, D.C. NORFOLK, VA. YORK, PA.

CHICAGO and NEW YORK . The West Virginia Pulp & Paper Company

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

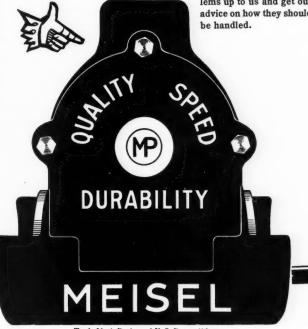
This insert is not a sample of any of the papers advertised

A Press for Service

THE MEISEL PRESS is a hard worker and a certain source of profit. Every Meisel Press means the utmost for quality, speed and desirability. Look for the trade mark which distinguishes Meisel Presses. It is your protection and our guaranty of the best.

MEISEL PRESS MFG. COMPANY

944-948 Dorchester Ave. BOSTON, MASS. FOR that unusual job of printing, or specialty work, there is a MEISEL PRESS. Put your problems up to us and get our advice on how they should be handled.



Trade Mark Registered U. S. Patent Othice.



It will pay any Progressive Printer to

Scrap Old Style Gas Burners and New Style Electric and Semi-Electric Demagnetizing Heaters

(Many are doing it.)

The Utility Safety Gas Heaters

1921 MODEL

Are far ahead of all competition, for Cylinder and Kelly Presses, Ruling and Bronzing Machines.

Simpler in Mechanism. Scientifically Constructed. Deliver More Heat. Burn Less Gas—and Are Safe.

More Utility Heaters are being bought than all other makes combined, for use on Printing Presses. Learn the reasons.

CHALLENGE.—We challenge comparison of our \$75 Utility Safety Heater (having automatic mechanical cut-off) with any electric or semi-electric demagnetizer selling at \$100, \$125 or \$250. The Utility is better, safer, does not require replacements, and both first cost and upkeep are less.

Write for latest circular and list of large houses that have recently reordered.

UTILITY HEATER CO., Inc. Main Office and Factory: 239 Centre St., New York

Sold in Chicago by Latham Auto Registering Co., 608 S. Dearborn St.; Philadelphia by R. W. Hartnett Co., 1010 Race St.; Boston by Philip Ruxton, Inc.; San Francisco by Harry Brintnall, 57 Clementina St.; England by Canadian-Amer. Mach'y Co., London; Stockholm, Sweden, by Fr. Wagner.

The Sheridan 12 In. Horizontal Coverer

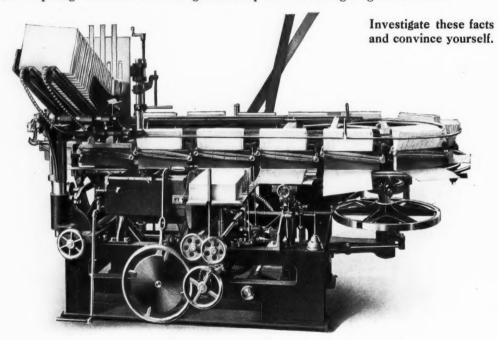
The time to conserve is now. Eliminate the high cost of pamphlet covering by installing a Sheridan 12" Horizontal Coverer

For wire stitched pamphlets, where the daily output is not more than twenty thousand, this machine is by far the most efficient and economical on the market.

For the Job Bindery, this is the machine—easily changed for different sizes—will handle work $5 \times 7\frac{1}{2}$ up to $9 \times 12\frac{1}{2}$, and up to $1\frac{1}{2}$ " in thickness.

Price \$4,000.00. Output up to 20,000 books a day

Product a beautifully covered book, far superior and more uniform than a hand covered book. Spoilage eliminated — Saving of floor space and saving of glue enormous.



Other Time and Labor Saving Machines

The new Sheridan Continuous Coverers and Binders will easily handle over twenty-five thousand books per day.

The new Gullberg & Smith Book Gatherer—The machine that thinks. It cuts the cost of gathering in half, eliminates spoilage, and saves two-thirds of the floor space.

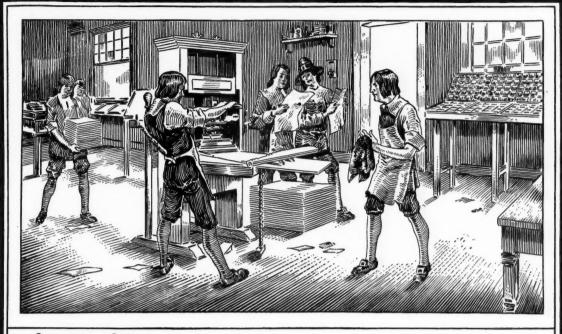
The new Sheridan Case-Maker produces from ten to fifteen thousand cases per day. Only one operator required.

Write for full particulars.

T. W. & C. B. SHERIDAN CO.

NEW YORK, 401 Broadway

CHICAGO, 609 So. Clark St.







your work would have been much harder. You would have spent twelve hours a day pulling the bar of a handpress to print a few hundred sheets. Electric power and the modern press now do that in less than an hour. You wouldn't think of going back to the handpress.

Great improvements have been made in other ways. The Colonial pressman, when his ink was heavy and full of tack, had to thin it with boiled oils. Even today there are a few pressmen who stick to such crude reducing methods. But good pressrooms, large and small, now use Reducol. Instead of thinning the ink, Reducol softens it. It absolutely eliminates picking and mottling, at the same time preserving the full color.

Reducol is a great saver of labor and money. It gives much better distribution, which means easier, faster work, and a saving of 10% to 50% of the ink. On color work, Reducol prevents crystallization, thus permitting perfect overlapping. It is neither a dryer nor a non-dryer, but it has a marked tendency to cut down slipsheeting and offset on to the tympan. And it helps to keep rollers in good shape.

Put through an order for 5 or 10 lbs. at 65 cents per lb., and give Reducol a thorough trial for thirty days. If it doesn't come up to every statement we have made in this advertisement, tell us so, and we will cancel our charge. Reducol is absolutely guaranteed to make good.

Indiana Chemical & Manufacturing Co.

DEPT. I-12, 135 SOUTH EAST STREET, INDIANAPOLIS, IND., U. S. A.

23-25 East 26th Street, New York City
PACIFIC COAST AGENTS: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

608 South Dearborn Street, Chicago CANADIAN AGENTS: Manton Bros. Toronto, Montreal, Winnipeg



NUREX

means no more worries

Is your tabbing glue a source of constant worry to you? Why not make tabbing a means of profit by using a glue that is always the same the year round.

NUREX

Patented June 1, 1920

Tabbing Compound

never gets brittle in the winter, and does not become stringy in hot, damp weather. Binders all over the country are ordering NUREX on trial. Invariably, after a thorough test, they come back for more.

Look up the list of dealers in the November issue of The Inland Printer. Order a trial shipment and satisfy yourself that NUREX is the perfect tabbing compound. After a thorough test put in a substantial supply.

Something New for Binders



NUREX TABBING POT

Made for use with Nurex Tabbing Compound. Nurex is never heated, so pot can be placed on bindery tables without danger of fire. The cone friction cover prevents evaporation and keeps the brush upright and ready for use. Your NUREX distributor has it in stock.

The Lee Hardware Co.

SALINA, KANSAS

hallenge

Printers

Time and Money Savers

Challenge Type-High Gauge

One end is a Cylinder and Bearer Gauge with which the cylinder and bearers of a press can be adjusted accurately and quickly. A large part of the make ready is done when everything is the proper height. Both inside and outside measurements are micro-ground to .918 of an inch. All wood-mounted cuts need testing before being sent to press.



Half Actual Size

Price \$1.75, postage extra.

Weight packed, 5 ounces.

Plain or

No. 1 Small

Challenge Quoins

have corrugations on the center ribs and slots a safety feature. Also have beveled points and heels, permitting one quoin to slide onto the other; see illustrations.



Challenge Co.'s Hempel Steel Keys

Style "C." Shanks made of tool steel accurately cut. More durable than other makes. They fit all Hempel style quoins.

No. 1 Small



No. 2 Large

We also make other styles of keys—the "Special," Pressman's Combination, Right-Angle, Triple Combination, etc.

Challenge Pressed Steel Galleys

The Single-Piece, General-Purpose Steel Galley



Is moulded into shape from a single piece of selected cold-rolled steel —smooth as brass. Made in all standard job, news and mailing sizes. Corners electric welded and square inside.

Send for Circulars on Above and Many Other Utilities

The Challenge Machinery Co.

Main Office and Factory: Grand Haven, Michigan



Chicago:
124 S. Wells St.
New York:
71 W. 23d St.

KIDDER All-Size Adjustable ROTARY PRESS

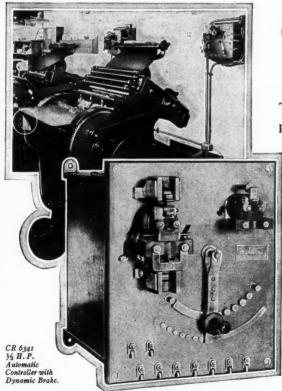
Speed
5000 to 6000 per hour
Perfect Register

1 to 3 colors on one or both sides of web. Practically any length sheet taken from roll and delivered cut and printed. Suitable for printing on wrappings, parchment, grease proof, onion skin, glassine. Also specially adapted for long runs printing such as almanacs, commercial forms, labels or unbound publications.

KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West



Cutting the Cost of Doing it Better

The Sprague Electric Type CR 6300 line of predetermined speed controllers for job presses,

folders, pony cylinders and other small machines in the print shop has introduced increased output, greater safety to operators, and better working conditions.

This has been done through the standardization and simplification of the automatic control, thus reducing the cost to a basis where the manual control is no longer attractive.

We will be pleased to send you our bulletins.

RAGUE ELECTRIC WOR

1

Branch Office n Principal Citi

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

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The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen-all pliable, scuff-proof, stain-proof and water-proof

FOU PONT DE LA BRIKOIDA

—for bindings which bespeak artistry or for work-a-day volumes.

 $T^{\rm HERE}$ is a type of Fabrikoid for every binding. Some present opportunities for beautiful embossing or delicate decoration. Others are designed for the rugged wear of text-books. But all are beautiful and all are durable.

Fabrikoid is easy to work. It folds and pastes readily, it cuts in large multiples with practically no waste, it prints and stamps all standard inks and metals. There is hardly an effect known to the craft that cannot be secured with Fabrikoid—and yet it is far from expensive.

Fabrikoid is not harmed by grease or dirt; it is scuff-proof and water-proof; it lasts. Test out the Fabrikoid qualities yourself—write for a sample, mentioning the color desired.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

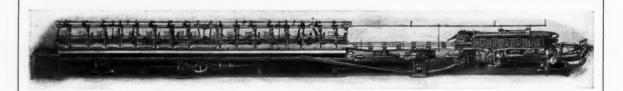
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Merchants Bank Building Indianapolis, Ind.
Harvey Building . . . Boston, Mass.
Chronicle Building . . . San Francisco, Cal.

Plant: Newburgh, N. Y.

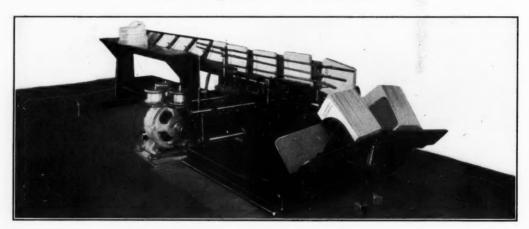
JUENGST Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch and Cover Books, all while in Continuous Motion



Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.



Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.

Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles and give you accurate books, better books, and more books, at less cost.

AMERICAN ASSEMBLING MACHINE CO., Inc.

416 N. Y. World Building, New York City



In Your Pressroom and Bindery

TURNED CORNERS, in both pressroom and bindery are a "curse" and a big monetary loss to the printing trade. Every "home made" device has been employed to overcome TURNED CORNERS—bent card boards, rolls of paper, blocks of wood, wire contraptions, etc., but with little or no avail. Printers for generations have tried to invent something to *stop* this exasperating waste of time, waste of paper, waste of tempers, etc. At last, one succeeded—and here it is:

A NEW INVENTION THAT STOPS IT ALL

We call it the "DOUBLEFLY"—for that is just what it is, an extra fly that works in conjunction with the regular press fly, and in such a way that it comes into action just as the regular fly is completing the delivery of the sheet. It holds the sheet down in its place until the regular press fly has returned for the next sheet. Thus it absolutely, positively, prevents the corners of the delivered sheet from turning. Can be attached to any cylinder press. SAVES its modest cost in a few

Simple, isn't it? But it does the trick to perfection. That's why we can say (and prove it to you) "NO MORE TURNED CORNERS"

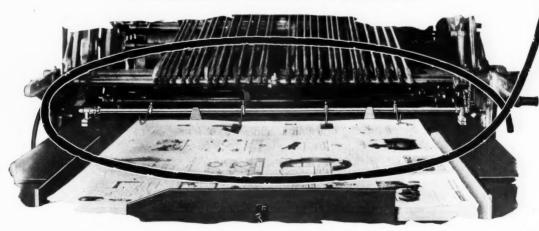
in your pressroom and bindery. Note the illustration below. See the fingers of the "DOUBLEFLY" are down on the printed sheet. They stay there until the regular press fly is back ready to receive another sheet from the press. When that sheet is almost delivered the "DOUBLEFLY" comes into play with the regular fly and holds the sheet down, while the regular fly returns. No chance for corners to turn up.

Why not put an end to turned corners in your plant. Get rid of this exasperating, costly trouble, especially during cold weather. Change all this waste and loss into profit and get greater daily output. Let us tell more about the "DOUBLEFLY" what it costs to equip each press—what others say about them. You will be well repaid.

Manufactured and SOLD only by

WM. A. FIELD COMPANY, 638 Federal Street, Chicago, Ill.

Manufacturers of Machinery for Printers, Electrotypers, Stereotypers and Photo Engravers



Please Mention THE INLAND PRINTER When Writing to Advertisers.

Coöperation

TIME is an essential feature in Electrotyping. Electrotypes are a strictly made to order article.

Excepting that the electrotyper is expected to have his machinery and deposition baths in good working order, not one bit of work can be done on an order until the originals or forms are in his plant.

To expect him to start work on any order immediately upon its receipt is to assume that he has no other orders. To expect him to place an order ahead of others or to lay aside work to get out a later order more quickly is to assume that he plays favorites.

On the other hand, the printer has done almost all the preliminary work on his order for printing before it is possible to place the electrotype order. The order for paper has been placed and the paper delivered. The copy has been carefully prepared. The artist's and the engraver's work is done. The compositor and the make-up man has each added his part. Even the proofreader has given his O.K.

Naturally both the printer and his customer are in a hurry to get the presses running and see the printed sheet. Right here it should be borne in mind that time is an essential feature of good electrotyping. The electrotyper must have sufficient time if he is to do good work.

Rush work may often be put through in Rush time.

High-grade work may often be held longer than the printer feels it necessary.

A wonderful opportunity is given the printer and his electrotyper on this matter of time of delivery for Cooperation. Cooperation will bring better results to both buyer and seller of printing plates. Try it.

INTERNATIONAL ASSOCIATION of ELECTROTYPERS

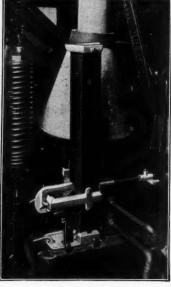
This space contributed by Belz-Duncan Company, Philadelphia.



Linotypers



Linotypers



No. 3 Simplex Feeder for Intertype Gas Pot.



No. 2 Simplex Feeder for Linotype Gas Pot.



No. 4 Simplex Feeder for Electric Pot.

What the Simplex Metal Feeder will do for Linotype Machines

- IT will automatically feed type-metal into the pot of any make line-casting machine.
- IT will feed the metal just when required and just enough.
- IT will feed Blatchford metal or similar pigs without previous recasting.
- IT is the only feeder signaling when more metal is required.
- IT is the only feeder that covers the entire opening of the metal pot.
- IT saves a great amount of heat.
- IT feeds slowly and regularly, keeps the metal level and the heat uniform.
- IT prevents oxidation of type-metal.

- IT prevents sticks in the mold, hollow slugs and dull face.
- IT requires no installation charge, no holes to be drilled.
- IT is the only feeder having but three movements.
- IT can be placed on any line-casting machine in one minute's time.
- IT decreases instead of increasing the burden of the man in charge.
- IT does not interfere with any ventilating pipes.
- IT saves a great amount of the operator's time.
- IT uses type-metal blocks 24 inches long, weighing 25 lbs. each.

The total weight of the Simplex Metal Feeder is 51/2 lbs.—is strong and neat.

The Simplex Metal Feeder

is \$50.00 positively net F. O. B. New York This includes one iron ingot mold 24 inches long

Simplex Metal Feeder Company, Inc.

Temple Court Building
Phone 4114 Cortlandt

3-5-7-9 Beekman St., New York City Send for descriptive circular

Central Buys Ludlow Equipment

Without solicitation on our part, Central Typesetting and Electrotyping Co., Chicago, the world's largest trade plant, requested us to send a representative.

Within ten minutes after his arrival at the Central plant an order was placed for two new LUDLOW machines and equipment.

This progressive concern had previously been using Ludlows. By this purchase of equipment they emphatically back up our claim that "no modern composing room is complete without the Ludlow."

Ludlow Typograph Company

OFFICE AND FACTORY 2032 Clybourn Ave., CHICAGO

Eastern Office: 606 World Bldg., NEW YORK

Profit Making Equipment



ASK FOR A DEMONSTRATION

Complete Plate Mounting, Registering System for Book, Catalogue, Label and Color Printing.

Steel Cabinets on Casters for Patent Base Equipment.

Hancock Perfecting Lineup Machine. Mashek Form Trucks.

Gas Burners for Cylinder, Job and Kelly Presses.

Rouse Paper Lifts.

Iron Furniture. Steel Interlocking Furniture.

Riebe Quoins, Keys and Guides.

Electric Welded Steel Chases.

Superior Chase Locks for Cylinder Presses.

Rouse Roller Cooling Fans for Miehle Presses.

Wesel Diagonal Groove Final Bases and Hooks. Potter and Poco Proof Presses.

Slauson Cylinder Press Locks.

Morgans & Wilcox Job Locks.

Cylinder Press Seats.

Page Fountain Dividers. Warner's Roller Trucks for Job Presses.

Rouse Mitering Machines

Rouse Tympan Holders for Pressroom.

Shute Planes for Beveling and Undercutting Patent Plates.

Hoerner Combination Shute Board and Type-high Machine.

Morgans & Wilcox, H. B. Rouse, Challenge Machinery and Kramer Woodworking Co. Products





8 x 8 Hook Gives 6-em Travel.

8 x 8 Double Hook for Narrow Margins.

Latham Automatic Registering Co.

Chas. J. Kanera, Gen. Mgr.

608 S. Dearborn St. Chicago, Ill.

170 Fifth Avenue New York, N. Y.



Gunthorp-Warren Printing Co.

THIS firm, one of the oldest in its city, specializes in law briefs and railroad work. Their good sized battery of Gordon presses is a vital and necessary part of their equipment.

This department of their shop has earned its part of the firm's profits, which are shared with employees under an interesting profit-sharing plan.

And printing presses, like any other kind of machine, are profitable in so far as they are consistent, steady performers.

Write for booklet "The Profit in Printing"

Chandler: & | Price

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chang-Guaranteed Against Breakage

Kramer Unit Storage Galley Cabinets

For "LIVE" and "DEAD" TYPE MATTER

A Quick and Convenient Way to Handle Any Kind of Composition

MADE IN BOTH STEEL AND WOOD

Of Superior Construction



K-282 Galley Cabinet Unit made of hardwood with steel angle runs, capacity 100 pressed steel galleys $8\frac{3}{4}\times13''$ inside. Dimensions: $43\frac{1}{2}\times13\frac{5}{8}\times40\frac{7}{8}''$ high. Units can be placed end to end, back to back and two high where floor space is limited. Eight Units holding 800 galleys $8\frac{3}{4}\times13''$ occupy only $27\frac{1}{4}\times87''$ of floor space.

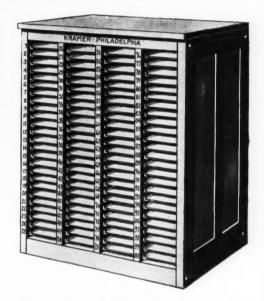
In Steel S-4235

Unit Page Galley Cabinets also made for Pressed Steel Galleys 10 x 16 and 12 x 18".

In Stock—All Sizes

Pressed Steel and Non-Rusting Galleys.

Unit Page Storage Galley Cabinets should be installed in every Composing Room for storage of "live" and "dead" type matter, Catalogues and magazine pages. The system is superior to letterboards and is 100 per cent efficient.



 $K-601 \begin{array}{c} {\rm Galley\ Cabinet\ Unit\ made} \\ {\rm of\ hardwood\ with\ steel\ angle} \\ {\rm runs,\ capacity\ 100\ pressed\ steel\ double} \\ {\rm column\ galleys\ 6^{1}\!/4\ x\ 23^{1}\!/2^{\prime\prime}\ inside.} \end{array}$

In Steel S-4247

Unit Galley Cabinets made for steel galleys $3\frac{1}{2} \times 23\frac{1}{2}$, $8\frac{1}{2} \times 23\frac{1}{2}$, $10\frac{1}{2} \times 23\frac{1}{2}$ ".

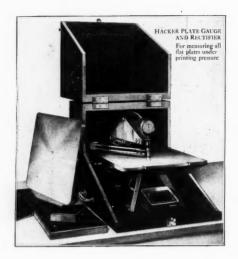
Immediate Delivery of Either Steel or Wood

KRAMER WOODWORKING COMPANY (Kramer Steel-)

THIRD AND CUMBERLAND STS.

SINCE 1797

PHILADELPHIA, PENNSYLVANIA



This is the first time in the history of the printing art it has been possible to so prepare printing plates that the first impression pulled is flat and uniform and ready for overlay.

Send for Catalogue.

The Hacker Plate Gauge and Rectifier is a new invention

to reduce the cost of makeready and increase the output of cylinder presses by underlaying all plates in advance of going to press, thereby saving the time of the press.

The Hacker Plate Gauge and Rectifier does the work faster and better than on the cylinder press, and is an equipment costing about one-thirteenth as much as a cylinder press.

It eliminates guesswork and substitutes exact measurement. It standardizes a process hitherto uncertain, difficult to estimate, and dependent on the variable skill of operators. It is a long step forward in pressroom efficiency.

Three or four hours per form can be saved, and output can be increased 10 to 25 per cent.

PRODUCED AND SOLD ONLY BY

HACKER MANUFACTURING CO., 312 North May Street, CHICAGO



Increase Production!

Install

"HORTON"

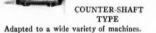
FOUR-IN-ONE DRIVE

VARIABLE SPEED PULLEYS

Save

Time, Power, Motors, Nachines

DRIVE SHAFT MODELS FOR SPECIAL MACHINES



Write for catalogue and particulars.

HORTON MANUFACTURING COMPANY

3008-3016 University Avenue, S. E.

Minneapolis, Minn., U. S. A.

The House of Wesel

Sends Its Greetings to You and Your House

Taken all in all, 1920 was not so bad a fellow and for 1921 we wish you a most successful and satisfactory year. Really, it will not hurt us if it proves The Best Year You Have Ever Had. So here's wishing A MERRY CHRIST-MAS AND HAPPY NEW YEAR to you and yours.

Machinery and Supplies for Photo-Engravers, Electrotypers, Stereotypers, and Printers.



F. WESEL MANUFACTURING COMPANY

72-80 Cranberry St., Brooklyn, N. Y.

Anything from Onion Skin to Cardboard

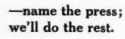
can be run on

The HOFF

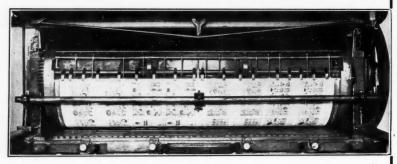
Combination

SLITTER and PERFORATOR

—a necessity for accurate folding machine work.



Write today.



WHEN you do slitting or perforating on your cylinder press there is only one *perfect* way—have the sheet under *control*. Use the Hoff Combination Slitter and Perforator Attachment. The *grippers* hold the sheet while it does the work.

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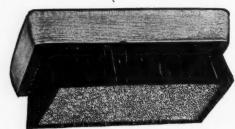
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The Leading Trade Journal of the World in the Printing and Allied Industries HARRY HILLMAN, EDITOR

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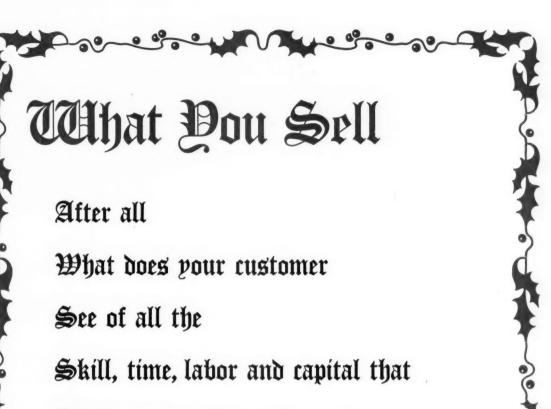
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WITHOUT BENEFIT OF PREPARATION

BY MICHAEL GROSS



I was easy to see that Brockton, the new man, was all "fussed up" over something. He slammed his way into the office, flung his hat and sample case on top of his desk, and then thumped down into his chair with the air of one who had just fought a strenuous though losing fight with a threshing

machine. He sat and fidgeted for a few moments and then, as though he had to find an outlet for his tale of woe or "bust" a blood vessel, he turned to Strang, who occupied the desk immediately to the right, and delivered himself of this gem of wisdom: "I don't believe there is any worse thing that can happen to a salesman when he tries to 'bawl out' a customer than to find, after the interview is over, that he got back better than he sent and that most of the 'bawling out' was on the customer's side. Did such a thing ever happen to you?"

"Quite a number of times," Strang confessed, "and I know exactly how it feels. Something like putting a cool looking piece of boiled potato into your mouth and then suddenly discovering that it is red hot. Isn't that the way you found it?"

"Worse than that," Brockton answered, with a grim smile. "You see, I didn't know exactly what this customer of mine was going to complain about. His letter merely asked me to call as he was dissatisfied with the service we were giving him. As soon as I got into his office he started jumping down my throat because the blotters we had just delivered to him were packed five hundred to a bundle instead of a thousand. Then he started raking me over the coals because he thought the red we printed on the job was not the same red we had used in the sketch. Of course, I wasn't going to let him get away with anything like that, so

I came right back at him as best I could. I don't think I can claim a victory, though, for, to tell the truth, I wasn't quite sure about that red myself and the error about the bundles was up to the shipping department. But I just couldn't stand there and let that fellow wipe up the floor with me, could I?"

"I'd like to say you were justified in coming right back at your man," Strang answered, after a little thought, "and if you had asked me the same question four years ago I would have enthusiastically assured you that you did exactly what I would have done under the same circumstances, and that no salesman ought to allow a buyer to walk all over him. But I've convinced myself that the idea of hitting right back at a man because he has let fly at you is all wrong."

"You don't mean to say that when one of your customers starts raising a ruction you just take all he sends over and make no attempt to hand some of it back again?" Brockton asked incredulously.

"That's just what I do mean," was Strang's answer.
"When I call on a man who has a complaint to make, all I do is listen to him make it. I don't say a word, and when he is all finished I bid him good day and come back to the office."

"Well, that certainly seems a tame way of doing business," Brockton remarked. "Don't you find that this method gives your customers the impression that they can walk all over you whenever they feel like it?"

"It would, of that there is no doubt," Strang replied, "if after coming back to the office I stayed there and forgot all about the matter. But instead of that, my side of the fight only begins when I get back."

Seeing that this explanation only served to mystify Brockton the more, Strang went on to explain.

"You've been selling stuff long enough, Brockton," he began, "to know that when you call at a customer's office to hear a complaint, the advantage is all on the customer's side. Nine times out of ten you have no

idea of what his argument is going to be. The customer, on the other hand, has been brooding over the mistake in his job since he discovered it. He has mapped out exactly what he is going to say and just the arguments he is going to use to convince you of the justice of his claim. All right, then. You come into his office. The customer lets fly and hurls at you all the thunderbolts he has so carefully prepared hours and perhaps days before you called. You go right up in the air and come back at your man strong - not because you have just the answers that will knock the underpinning out of his case, but because you want to show your independence. That's a splendid spirit to show, too, I'll admit, but it wasn't long before I found out, in my own experiences, that invariably the customer always got the best of the tussle. It was only logical that he should win out. He had prepared his case beforehand, while I was without benefit of any preparation whatsoever. Out of a clear sky, in so far as I was concerned, his claims had been shot at me, and out of that same clear sky I vainly endeavored to get a case strong enough to win out. Naturally, I

"Why, you yourself admitted," Strang went on, "that you weren't sure whether the ink we used on the job differed from that used on the sketch, or whether the fact that the blotters were tied in packages of five hundred was the customer's own fault or the fault of our shipping department. And yet, in absolute ignorance of our side of the case, you tried to plead for us. Is it any wonder you lost?"

"But wouldn't it have been even worse if I took my man's 'guff' and then walked out?" Brockton asked. "That would be just as much as an admission of the rightness of the customer's claim. At least, it seems that way to me."

"I don't agree with you there," Strang said. "But I may be wrong. Let me briefly outline my plan, and then you can judge for yourself. We'll start from the beginning. You call on this complaining customer and listen to everything he has to say. You hear all his arguments and get all the claims on which his case rests. Then you come back to the office and dig down deep into the job. You find out just what justification the customer has. You post yourself on every detail regarding the job in question. Then, when you are all primed on the facts in the case, you sit down at your desk and write out an answer to every argument the customer has given you. You glance over this memorandum a few times to get the facts firmly fixed in your mind. The next morning you call at the customer's office again. Because you have kept still the day before, he thinks that he has another easy victory before him or that the object of your second visit is to allow his claim. You come into the lion's den. 'Mr. Dash,' you say to the lion of yesterday, 'the last time I called here you gave me your side of the story regarding the job we have just delivered to you. If you remember, I didn't say one word to interrupt you, nor did I question your statements in any way. May I ask

you to extend to me the same courtesy while I now give you our side of the matter? After I am through I shall be glad to have you feel free to question anything I have said, even though I refrained from doing so while you had the floor.'

"Common politeness will make your man listen until you have finished, especially in view of the fact that you really listened without interrupting him. Of course, you know that your listening was due to the fact that you had nothing to say, but the customer doesn't know that. He thinks you could have answered him during the previous interview but were too polite to interrupt his flow of oratory. Very well then. Your man listens while you knock every one of his arguments to smithereens. The chances are that, as he sees his elaborately built structure toppling over, he will not be able to restrain himself and will start to interrupt you. By all means let him. But now the shoe is on the other foot. He is arguing without benefit of preparation while you have your arguments all thought out in advance. You'll win hands down the second time, provided, of course, the customer was really in the wrong (if your investigation has proved that he was in the right, it is best to frankly say so) in the same manner that the customer would have won hands down if you had let loose during the first interview. Doesn't that sound reasonable?"

"It surely does," said Brockton warmly, "and you can just bet that 'yours truly' is going to handle these 'born battlers' the Strang way hereafter. But you've got to admit," he went on, "that some of this breed sure do get a fellow fighting mad."

"They do, but they shouldn't," Strang said. "It took me quite a number of years to learn that, too, and it lost lots of profitable business, both for me and for the house. Now I know that the last thing in the world that a salesman can stand the loss of is his temper. Some one has wisely said that when a salesman is in the wrong he can't afford to lose his temper and when he is in the right he doesn't have to. No truer words were ever uttered. If you lose your temper first it makes your customer lose his and the result is a fight to a finish - your finish, usually. If your man loses his temper first and you follow suit, you bring yourself down to his level and he loses respect for you and for your arguments. On the other hand, if you remain cool you can gradually calm down the most violent tempered individual. This is a sound psychological fact. The worst thing that can happen to a person who is hysterical is to see everybody else in the room becoming excited and running around like mad. But if everybody keeps cool, this coolness seems to transfer itself to the mind of the sufferer, and he, too, calms down. The principle works out the same way in salesmanship. Try it and see if it doesn't."

An hour later Brockton came out of the shop and walked over to Strang's desk. "I've just looked up the facts in the case of that fellow who gave me the devil this morning and here is what I found. The red we used on his job is *not* like the red on our sketch, but

it is the exact shade of a sample that the customer mailed in two days after the job was placed and asked us to match in running the job. I suppose he has forgotten all about this sample. Regarding the bundles, we have a letter from the customer's sales department asking us to do the blotters up in five hundred lots to make it easy to supply dealers. It seems that these people give some retailers only five hundred blotters while others get a thousand. On previous orders it was always necessary for them to split a thousand package for these small orders, but if wrapped five hundred in a bundle it would be easy to put one or two

packages into a case, as the order required. If I had only known these things this morning I could have made my man so dizzy he would have had to hold on to the desk to keep from falling. But, as I see now, I went off half shot, and, even if I do call again and put matters straight, he will always have a sneaking suspicion that I am trying to put something over on him. But the next fellow had better watch out, that's all I can say."

And Strang, knowing that Brockton had really taken the lesson to heart, felt sure that "the next fellow" would surely be considerably out of luck.

SERVICE, THE KEYNOTE OF ADVERTISING

BY H. E. MILES



RECENT campaign to speed up advertising, as a remedy for the slow movement of merchandise and consequent unemployment of labor, has resulted in considerable propaganda to advertise advertising. One large city daily says, "What do advertisers pay for? White space plus circulation." But it goes

on to advertise its "merchandising service" without which its white space and circulation could easily be bought and wasted. What does the small town retail merchant pay for when he buys advertising? Sometimes it is white space plus circulation, and sometimes it is just white space. Few small town newspapers have yet come to a place where they can lay claim to an efficient merchandising service, and yet that is just what the newspaper must add to its white space plus circulation, if it is going to make it possible for the retail merchant to speed up advertising.

There are several kinds, or, at least, several degrees of merchandising service. Large dailies may maintain research departments capable of laying before the advertiser detailed information about market conditions, commercial reports or circulation statements of various mediums, but the service that can best be given to the local merchant by the small town publisher is real advertising service.

I have endeavored in the past to drive home the necessity of the small town newspaper giving the merchant efficient service in the preparation of advertising by securing cuts, making layouts, writing copy and planning advertising campaigns. But there is a broader and more useful field of service open to the newspaper publisher who is capable of exerting an influence on the commercial life of his community. This field will be found in the study of the "psychology of selling."

In this study a course in salesmanship might be a good thing, but to be of real service to his local merchants the publisher must study the local merchandis-

ing situation, and he can best do this by observation and analysis. He must take up the psychology of selling from the front of the counter, and discover what is in the public's mind. This ought to be an easy and fascinating study for a newspaper man. He is eternally striving to interest and please as many of the people of his community as possible. If he is successful, he will find by a little analysis that he really knows what the people want. Carrying this knowledge to merchandising, he will soon learn what they want to buy, when they want to buy, and how they want to buy. This is a decidedly modern angle to the country newspaper game, but it is one that will afford much gratification and profit to the publisher who grasps the opportunity it will give him for commercial leadership in his town.

A great many small town merchants have never been out from behind the counter, mentally, and consequently they are trying to do business by the same methods employed some years ago, with the result that progress is leaving them in the background. Merchandising conditions have changed more in the past two years than in the ten years before. Farmers have suddenly become business men. Modern farm machinery has doubled and trebled the per man productiveness of the farm until farm life has ceased to be "rural" life, and the telephone, electric light and automobile have made of the farms only suburbs of the cities. The publisher who can visualize the effect of these changes on small town merchandising and can see how to turn them to profit for his merchants will have a valuable merchandisng service to offer them.

A concrete example may not be amiss: The merchants of a small Missouri city have for years catered to the Saturday farmer trade, doing a little advertising through the week, but reserving their big guns for Thursday's dailies to catch the Saturday crowds. The town itself has about seven thousand population, and within a radius of five or six miles there are a thousand farmers who have automobiles and can get to town in twenty minutes or less. The publisher of one of the papers has contended that these people would do their

shopping Monday and Tuesday if the merchants would advertise on Saturday, but up to a short time ago it was impossible to make the merchants believe it. They said: "Oh, yes, city stores put on Monday sales, but this isn't a city, and we couldn't draw enough business by Saturday advertising to pay for it."

However, not long ago the advertising department wrote an advertisement for Monday and Tuesday shopping, offering a good assortment of piece goods, and explaining why women would find it to their advantage to buy when they had plenty of time to make selections and when the store was not crowded. No cut prices were made. The advertisement was sold to a dry goods store and was run Saturday evening. The results were very good, many women responding to the suggestion, and since then Monday and Tuesday events have been a regular thing. In fact, the women of the town like to have the merchants pattern after the large city stores, as it makes their town seem more metropolitan and also makes them feel that the local merchants are catering to their modern tastes.

This is an example of the psychology of selling often lost sight of by the busy merchant, which the newspaper publisher should be quick to grasp, owing to his analysis of the public mind and his ability to put himself on the buying side of the counter. However, the newspaper publisher should not imagine that he can get all the angles of merchandising from the front of the counter. If he is to combine advertising service and merchandising service he must study the merchant's problems as well as the customer's demands. He must know the goods the merchant is able to secure, and must be able to create a desire for them in the public mind.

We sometimes hear publishers say that "molding public opinion" is a thing of the past, but this may be on account of a shortage of molders. The local newspaper is still capable of being the greatest power in the community, if its editor has the right kind of vision.

A merchandising service based on the psychology of selling will be valuable to the buyer as well as to the seller, because it is the result of a knowledge of what the buyer wants to buy. Applying this knowledge to the writing of advertisements will produce the maximum in results. Telling the buyer what he wants to know about the goods he wants to buy is a real service to him, because it helps him to discriminate in his buying. Consequently, the advertisement based on a real knowledge of the psychology of selling will be an effective advertisement, one that the merchant will get good results from, and one that will warrant him in buying white space plus circulation.

JUDGING THINGS BY THEIR PRICE TAGS

BY J. REID HAMMOND



IVE thousand dollars," declared the jewelry house's private photographer, glancing at the registry tag of a diamond bar pin, "and we sell them like hot cakes. I'll bet if you hung one of them up in the five and ten cent store it would stay there for months without being sold." What a world of psychological

understanding was embodied in that photographer's monologue! It is a fact that some people know valuable jewelry by sight. They are chiefly jewelers. It is also a fact that more people have just a faint suspicion of reliable judgment regarding valuable jewelry, by sight. It is also true that many other people, the vast majority, have not the slightest idea of the value of jewelry, by sight. Consequently, they size it up by its price tag and the reputation of the firm which sells it.

Mrs. Jones goes shopping with a pocket full of munitions profits. She wants a five thousand dollar pin, and goes to a leading jewelry store for it. If the price tag says five thousand dollars it must be a five thousand dollar pin, or the price would not be five thousand dollars. It must be five times as valuable as a one thousand dollar one. To confess the truth to herself, Mrs. Jones really can not see wherein the five thousand dollar pin looks any better than a two thou-

sand dollar pin, or a two hundred dollar one. But anyaway, it costs five thousand dollars, so it must be better. She appraises it by its price tag; such is her confidence in the reliable firm which sells it.

And jewelry is not the only commodity that is appraised by its price tag. One of the prominent dental surgeons in a leading city has for a patient the wife of a fabulously wealthy man. The very good patient who sent her to him breathed a few subtle words to the effect that he must see that his fees were "ample." Being of a not too modest attitude, this keen insighted dentist decided that in her case he would multiply his everyday fees by about three. This money burdened woman is well satisfied with her dentist. When she writes him a check for sixty dollars for a piece of work that would cost some ordinary man about twenty dollars, she feels that she has a sixty dollar dentist. And this philosophic dental surgeon swears by his instrument cabinet that if he should ever "lose his nerve" and lower the fees, she would drift to another dentist who would "lay it on a little thicker."

Now, here is a little true story about value and price that is directly concerned with printing. (Verifications and credentials furnished upon request.) There was to be a "pink tea" musical affair for some charitable purpose. Programs, window cards, invitations, cards of admission, etc., were to be furnished by one of those much detested "bedroom printers." The

customary formalities of the "rock bottom price" conversation being over, the printer proceeded to fill the order. For the invitations, which were to be printed upon cards, there was to be a blank baronial envelope. These envelopes are the articles upon which our tale rests. Taking the "rock bottom price" conversation seriously, as "bedroom printers" usually do, he decided with a happy conscience to furnish the blank envelopes for exactly the same price that the paper house charged him. A few days later he was called in. "Oh, these envelopes won't do at all," was the protest. "Just look at the cheap quality. This is to be a select affair. Why look, they cost only cents." The printer really could not see that the quality was so horrible. In fact, he did not know of a paper house which carried a better grade envelope of the right size in stock. But the last thing she said gave him an idea. So he took the envelopes from the box, removed the bands, fitted them with different bands, and put them in a new box. Then he made out a new invoice, increasing the amount by nearly three hundred per cent, and delivered them for the second time. There was no further comment.

When you have purchased some article and paid a fair price for it, or what you consider a fair price, it is natural to take it for granted that it is O. K., without too close examination; but when your wife brings home a suit case full of collars -- eight cents apiece, reduced from twenty - if you have any common sense at all, you become immediately suspicious. Those collars are subjected to the most rigid inspection. You nose around them cynically. Even if they are found to be absolutely perfect (which sometimes happens), real ills are often supplanted by fancied ones. On the other hand, if you see some fancy soft collars in a window marked "fifty cents each," your imagination works in the other direction. You unconsciously look for reasons to justify the high price. As you compare their merits with those of ordinary collars, the price tag helps you to form an opinion.

This psychological truth applies to printing. There are many low price printers telling themselves that they will be conservative; that they will not have good customers leaving them because of exorbitant prices; that it is better to play safe, and spread small profits over many orders. But that playing safe is the question. Are they playing safe by shaving figures? The minute a man gets some printing dirt cheap, provided he knows it is dirt cheap, he becomes suspicious, just as you would become suspicious of those eight cent collars. This printing undergoes a similar close inspection. And in regard to fancied ills, let it be carefully

reflected, the imagination has a much wider scope upon the quality of printing than upon the quality of collars. Would it not be safer for the printer to set his scale of prices at least about normal? Then the examination would not be quite so critical, and the quality of the printing would be taken for granted. When a printer is bold enough to set his prices far above normal, he starts various individual imaginations working in his favor. Various individual imaginations can aid to a large extent in building up a reputation for immaculate printing.

In a certain small town containing about six printers there is one thinking printer who has established a strong local reputation for two traits of character directly, and a third which follows as a matter of course. His first characteristic is progressiveness. No business man in the community is permitted to forget the name and slogans of this enterprising printer. Blotters, booklets and folders arrive at certain intervals. "On the byways and hedgerows" his posters are seen. Next comes his reputation for top notch prices. Business people know him as the printer who is "progressive, but his prices are 'way up." The third point, which naturally follows, is that he must be the "best printer in town." It has become this townspeople's cherished ambition to be able to send their printing to this firm. A man who does so is proud when he can casually say that B--- does all his printing. B--- charges the fattest prices, so his work must be the best. And B--- makes money. One who thinks will admit that this printer's footing in the small town is just as firm commercially as any of the other five printers, if not firmer.

When the estimate seeker makes the heart breaking statement that a competitor's bid is thirty dollars less, different types of replies are made. One crestfallen, hungry printer will wail that competition is so keen in that branch of printing, and will guess that he will have to meet the lower price. The second printer leans complacently back in his revolving chair, with one of those wise smiles, and talks this way: "Well, if you want to take a chance on the 'thirty dollar less' concern, that is entirely up to you. But it's just this way. You know that people would not pay our prices if they could get the same thing somewhere else for thirty dollars less." He "calls the man's bluff." Doubt enters the buyer's head. The second printer's work must be better, because it costs more. He does not always hand his order to the "thirty dollar less" man. If he does give the second man the order, he gives him also his confidence; which is not often dispelled when the work arrives. It is the "second printer" who prospers.

AN enterprise, when fairly once begun, should not be left till all that ought is won.

SHAKESPEARE

BUSINESS THAT SOMETIMES RIDES ON A HOBBY HORSE

BY CLARENCE T. HUBBARD



F you know a man's hobby you can make your sales just so much nearer the mark." This was the mental slogan so successfully used by a well known manager of a New England distributing and printing house, especially in his calendar sales. Entirely by experience he stumbled onto this plan of

accelerating sales, and he has religiously followed it ever since.

About ten years ago he approached the manager of a large leather concern for his annual order for calendars. The order was a huge one and one which he had regularly received for several years in succession. Each year about the same type of calendar was selected — one depicting a sketch of some cattle grazing in the field. While the picture was slightly varied each time the general appearance of the sketch was the same — a few cattle in a large field.

Wishing to show his appreciation for the order, and furthermore desiring to benefit the company with something real classy in the calendar line, this manager approached a pastel artist well known for his commercial drawings - an artist who has developed today into a national figure in connection with his magazine cover drawings. He advanced a proposition to this artist that they work together and produce for this concern a most striking and original picture suitable for the yearly calendar, yet different from anything else previously used. An illustration was desired that would fit the standing and reputation of the company. The result of their efforts was a most commendable drawing, showing in relief two figures drawing aside what appeared to be the portals of the earth. In the center was a picture of the company and the products it sold. The whole sketch was most estimable and won the approbation of all to whom it was shown in confidence. Approaching his man with this calendar suggestion this manager felt that he would not only secure a large order but also considerable commendation for his ability to propose such a novel calendar picture. The result was that the president of the concern scarcely gave the sketch any attention at all. Its art and originality meant nothing whatever to him. "Give us the same thing as last year, George," he said. "Just move the cattle around a bit — that's all that's necessary." And George did! The specially prepared sketch was eventually sold elsewhere, but both the manager and the artist were quite crestfallen. The president of the concern who wished the calendars had been a cattle man himself - cattle were his hobby. He worked,

planned and thought in terms of *cattle*, and nothing else had any especial appeal to him. The following year our friend, the manager, knowing of his prospect's hobby, submitted some wonderful cattle pictures, which brought him an almost double order for calendars.

Since then he has applied the knowledge to increasing and establishing orders from other sources. Discovering that the treasurer of a large bank in his city, who was also manager of the institution, had a hobby for all things historical, he had no trouble in getting his orders for blotters bearing historical pictures. The branch manager of a local typewriter company, whose hobby was golf, proved an easy mark for an order of daily reminder pads bearing on the front cover a sketch of a golfer making an opening drive.

While he endeavors to sell the printing of his house on its merits and values, he nevertheless finds the knowledge of a man's hobby a great asset in making such sales more effective, so much so, in fact, that he has classified all prospects, and clients, under the subjects they are particularly interested in. Some are enthusiastic baseball fans, others collectors, still more motor enthusiasts, swimmers, farmers, and so on. With a picture of some fine birds he finds it very easy to win the attention of a man interested in chickens, while the man fond of outdoor life will most naturally favor pictures of camping scenes, sunsets, trails, waterfalls and the like.

Another printing salesman, although not following up the plan as regularly as the man just mentioned, has found the knowledge of a man's hobby of value. He found that his prospect, the treasurer and manager of a large and flourishing insurance company, was an exceedingly busy man and that his hobby was in practicing brevity. Although courteous, he was known as the shortest interviewed and quickest decisioned man on the street. He fairly practiced dispatch in everything he did, from work to golf, and especially in correspondence. The company had made some changes in its official staff and also in the addition of a subsidiary company, all of which had to be added to the main letterhead used throughout the organization. The older letterheads were very poorly arranged and had more the appearance of a "billboard" than an insurance letterhead. But the fact that appealed to this salesman was the knowledge that the old letterhead, even without the addition of the new names, was entirely out of line with the thoughts and practices of this quick mannered executive. Consequently upon hearing of the changes, he designed a new letterhead, in brief yet complete form, printed it on a narrower and neater looking bond paper so that it looked snappy, brief and yet dignified. Approaching the executive in

the manner he realized he wished to be approached he displayed the letterhead, with the result that he received an immediate order, one which ran high into the thousands!

A hobby for things of a green color led to an order for printing from a retail grocer well known in Providence, although the salesman did not learn of this until after the order was secured. But it just so happened that the first piece of sample printing submitted happened to be printed on green stock and with a light tint of green ink, thus winning the consideration of the grocer, who through his weakness for green was kindly attracted. It is not uncommon for business men to have a hobby for colors, and this hobby can often be discovered in watching a man's neckties and socks.

In fact a dentist was asked by a friend why he always bought his printing from a certain company — a company which the inquirer did not like — and the reply was: "Oh, I like that brown tint they use." Another man, the head of an advertising department, is well known for his liberal uses of purple, both in the inks selected and in the paper stock used. Naturally he is inclined toward the printing salesman who talks purple.

By careful observation and inquiry the printing salesman can invite much additional business via the hobby horse route — that is, by applying his suggested products to the hobby of the prospect. However, he must be careful not to make the mistake of appealing to a man from that angle only; the knowledge should be used merely as a means to an end.

THE VALUE OF STANDARDIZED MEASURES IN JOB COMPOSITION

BY EDWARD A. SEAGERS



VEN a little leak, if allowed to increase itself, soon grows into a surprising total, and the printing business has its share of insidious, though tiny, leaks. For example, every time the job compositor stops to alter the measure of his stick, when finishing one job and taking up a fresh one, he comes to a com-

plete halt as a producer. It seems trifling; but it is not the ten seconds necessary to change his stick that slows him up, but the ten or fifteen minutes that has elapsed by the time he has cleared away the material he was using and has gathered together a fresh supply of leads, slugs, rule, reglet, and furniture to suit the new measure.

Therefore, a job compositor, working on small platen press jobs, is experiencing a succession of short halts between jobs, which at the end of the day's work represents considerable lost motion. Yet a great deal of this loss can be avoided, for these quarter-hour intervals benefit neither the compositor nor the office. The compositor would rather jog along at his legitimate work of setting type, and the office would prefer to see some of these halts added to his productive hours. And they can be added, without giving the workman the feeling of being exploited.

The plan here suggested to enable the compositor to go on using the material already on his frame, and so stop this unmeasured leak from growing too large, is simply the adoption of a system of arbitrary measures for job composition. For convenience, the scheme will be here referred to as the "compositor's standardized measure chart." Briefly, then, this chart is really a plan to enable each printing office to group its general run of small jobs under as few heads as pos-

sible. One group, one measure; for it has been shown that, instead of twenty measures, the average run of platen press jobs can be grouped under four or five.

Instead of allowing a compositor to set a letterhead to 42, 43, 44 or 45 ems, as his fancy dictates, the office determines on, say, 45 ems as the standard, and to 45 ems the job must be set, or the foreman wants to know the reason why. Under this 45 em group there is also included all other composition intended for 8½ inch stock, such as letter circulars, invoice heads, memo heads, etc. The same basic idea is extended to composition on jobs having a 5½ inch stock width. Noteheads, note circulars, statements, programs, post card announcements, small dodgers, etc., are grouped together, and the standard measure for the group is placed at 27 ems.

The foregoing, however, does not mean that an office must not alter the length of the printed line on these jobs. If there are sound reasons why a letterhead or letter circular should be set to 43 ems instead of 45, the shortened type line is obtained by sufficient indention at both ends of the measure to give the desired length, but it is important that the overall measure remain at 45 ems, and therefore uniform with every job in that group. This method of shortening the length of printing surface without shortening the measure is especially desirable where machine composition and hand composition are used on the same job. In fact, no workman in the shop will be quicker to grasp the benefits of standardized measures than the machine operator whose daily grind consists of miscellaneous jobwork. Changing measures on a typesetting machine not only takes time, but interrupts the operator's stride. When he is enabled to confine his output to three or four measures, and every job of the same measure grouped, a lot of unnecessary friction is eliminated.

A third group that developed into a genuine little time saver was formed by having all envelope corner cards centered on 15 ems. Every job printer will at once appreciate the ease with which a batch of envelope jobs can be set, locked up and made ready when all have been kept uniform with a popular size of printer's furniture. This 45 em group also included the composition of imprints for small catalogues, price lists, baking powder and other labels, which, usually set to 13, 14 or 15 ems, were now centered on 15 ems, except in cases where a wider measure was necessary, when the imprint was centered on 20 or 25 ems in order to keep it to iron furniture lengths.

In addition the chart includes standard measures for the several sizes of business cards and a separate measure for tickets. But as these sizes vary in different shops, the best results will be gained by each printing office determining for itself the measures best suited to the character of its work and the facilities at hand. As a matter of fact, it is not good policy to follow any system too slavishly, but to learn to hoe your own row. Analyze your difficulties. It is the system, of course, which is the important thing.

Followed to its logical conclusion, the chart can be made to fit individual enterprise by extending it to include not only the general run of jobwork, but specialty jobs as well, so that in any composing room where a carefully prepared compositor's standardized measure chart is in use no compositor need ever hesitate as to which measure is the correct one for the job in hand. The reasons for an intelligent use of the chart apply equally to the office force in connection with the work of making out job dockets.

Some of the direct advantages to be derived from posting a printed chart of standardized measures in the composing room may be summed up as follows:

The proportionate saving of time is as great in the small office employing two or three compositors as in the larger shops with ten times the number of men.

The system is automatic. Once it has been adopted, it goes on month after month until it becomes recognized as composing room law, and what was at first an innovation becomes an established practice.

The chart puts a definite plan in front of the compositor which avoids waste of time and energy. He sets the job to the correct measure at once and without question. His efficiency is typical of a universal human instinct: a man feels more confident when following an established rule than when left entirely to his own judgment.

Pickups of all kinds, such as blank date lines, blank ruling, lines of quads, leaders, etc., are more numerous when jobs in any particular group have been set to a uniform measure.

Concentration is always a big factor in efficiency. The continued use of a standard measure chart will soon indicate the measures which are most frequently used, with the result that it will be possible to concentrate on those measures for the supply of leads, slugs, rule, reglet, furniture, etc., instead of having them scattered over the entire range of labor saving lengths.

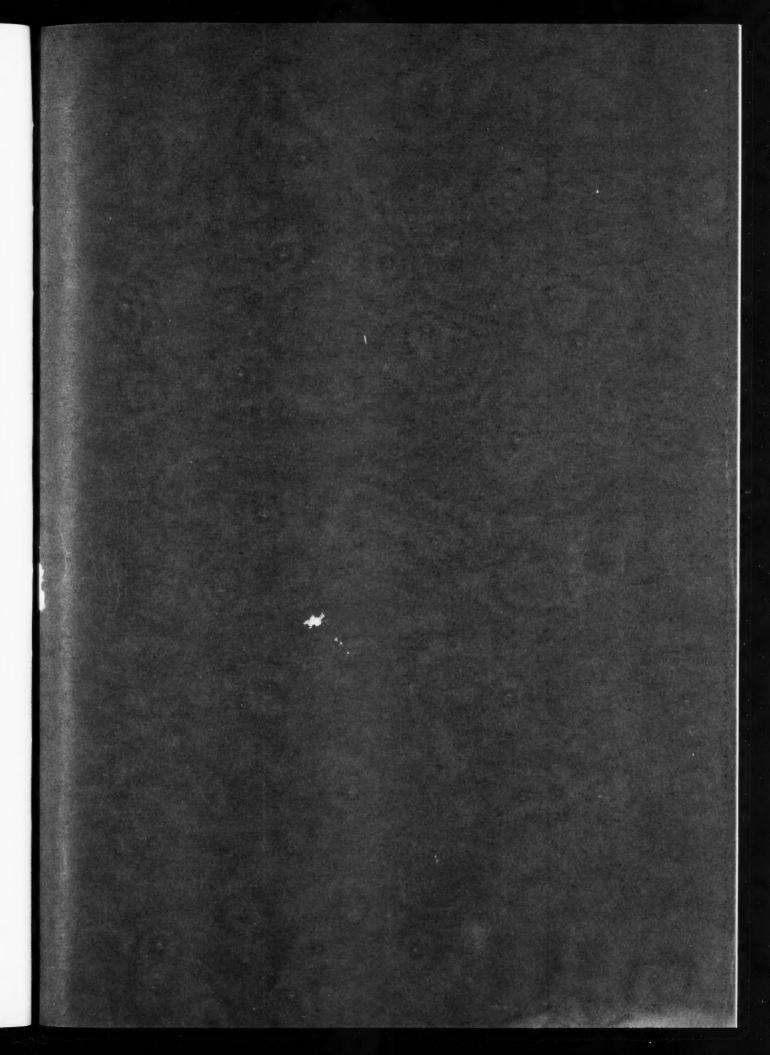
The feature that will appeal to the stoneman is the ease with which platen press forms can be locked up and the rapidity with which changes can be made, each successive form being dropped into the space occupied by its predecessor without altering the furniture or the position in the chase. Further than that, he can start one platen press on 14 em, another on 27 em, and a third on 45 em jobs, with the certainty of being able to take care of the lockups for these presses with the least possible delay, thereby gaining time to attend to larger and more exacting impositions.

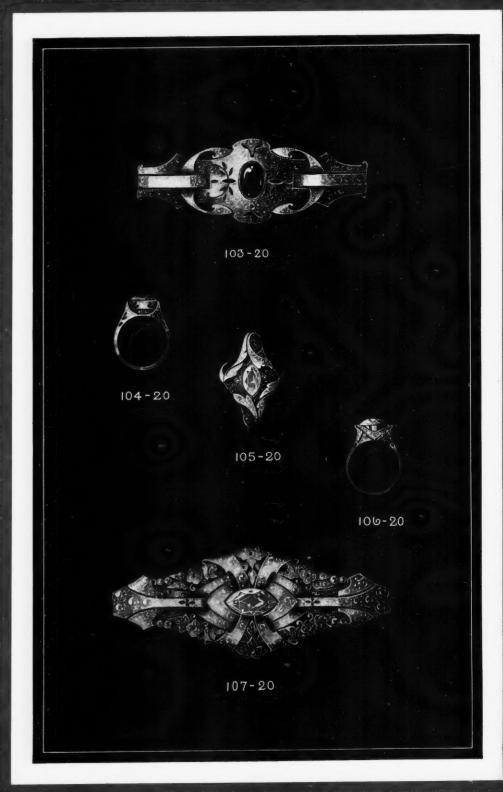
There is yet another possibility, one that is a fair instance of how the benefits following the introduction of any system into one department will often overflow into a related department. The platen pressman will soon discover that whenever there are a number of runs on any group, such as letterheads, envelope corner cards, or tickets, having every form in a group locked in the same position in the chase will enable him to save a great deal of the time he formerly spent in resetting guides and grippers for each additional lockup.

Finally, the time saving feature of the scheme is based on a well known principle of printing shop efficiency. The speed with which a compositor will slap together a page of small advertisements — each of which may be different in character, but all set to the same measure — as against the time it will take him to set the same matter if the advertisements are of different measures, is a familiar example of that principle.

This suggests a further extension of the scheme. Instead of causing a workman to jump from 45 em to 15 em, then to 27 em, and then back to a 45 em measure, the logical plan is to give each compositor a single group of jobs to work on at a time, and not individual jobs haphazardly.

AMBITION is the spur that makes man struggle with destiny. It is heaven's own incentive to make purpose great and achievement greater.—D. G. Mitchell.





ARTISTIC AND EFFECTIVE METHOD OF SHOWING REPRODUCTION OF JEWELRY

Shown through the courtesy of Juergens & Anderson Company, Jewelers, Chicago, for whom it was produced by The Henry O. Shepard Company



THE years roll on in a constantly changing but never ceasing procession, each one bringing with it some addition to the general advancement of mankind - new experiences, more light on old subjects, thus increasing wisdom and our appreciation of all things good. Before the next issue of The Inland Printer reaches our readers another Yuletide will have passed, the history of another year will have been written. And as we look back over the past year, over the past few years, in fact, we can truly say that the old, old wish for the season does not remain the same, but changes with the years in that it increases in its significance. So in extending the greetings of the season, "A merry Christmas and a happy New Year," we do so with the wish that we could reach out over the distance with a hearty handshake for each of our readers personally, wishing that the best of health, wealth and happiness may be his, and that the coming year may bring us all nearer to the realization of the true meaning of the Christmas spirit, "Peace on earth, good will to all men."

Should Prices of Printing Be Reduced?

With a general decline prevailing in the prices of many commodities we are confronted with the question presented in the above heading. Many printers have wondered about the matter; some have expressed the opinion that prices should be reduced to conform to reported reductions in other lines. This brings us to a situation that is fraught with danger, and that will result seriously for many if it is not given extremely careful study by every one interested in the success of the printing fraternity.

There is no doubt but that many buyers of printing will use the decline in prices of other commodities as a club and endeavor to make printers cut their prices. It would be advisable for every printing plant proprietor to have a good sized sign over his desk, and over the desks of his salesmen and estimators. Those signs should bear in large letters the words "Stop and think!" and then the injunction should never be forgotten.

We believe it is unnecessary to go into details here, but it should be evident to every printer that there is no condition, or, rather, change in conditions, at the present time that would warrant any reduction in the price of his product, and the prospects for any change that would warrant a reduction are rather remote. The paper situation is fully covered in an article elsewhere in this issue. We recommend a careful reading of that article. There is little likelihood of a decrease in wages for some time to come. Other items entering into the production of printed matter show no signs of lower prices.

This situation has been made the subject of a special letter sent out by the Porte Publishing Company, of Salt

Lake City, to all users of the Franklin Printing Price List. We quote a few statements:

There has never been a time in the history of printing when conditions affecting the continued prosperity of the business were more dangerous than now. Every one is looking for a general reduction in prices of all classes of merchandise to approximately prewar prices. . . . In matters affecting the printing industry there is absolutely nothing in sight that would make for a reduction in prices of printing; on the contrary, there are changes coming that will either force prices higher or cut into the already too small profits of the business.

In the manufacture of plant equipment, machinery of all kinds, type, brass goods, cabinets, etc., the cost of raw materials can not be materially reduced for some years, while the labor costs will remain as they are indefinitely if they do not go higher. With tremendous foreign demand for all these products the manufacturers can not be expected to reduce prices for domestic consumption, and we can rest assured that they will not.

The paper situation and also the labor situation are then covered, and the letter closes with these pertinent statements:

Any tendency to cut prices should be restrained by every individual printer, not only for the sake of his own business, but also for the sake of the industry as a whole. . . . Do not be stampeded into entering on a campaign of price cutting, as that would be a fatal mistake and would set the industry back twenty years and wholly undo the great work already accomplished in stabilizing and standardizing the printing industry. Follow the injunction of St. Paul: "Having done all, stand fast."

Recent surveys made in various parts of the country show that the percentage of profit in the printing industry has been much lower than it should be, lower than would be considered advisable in almost any other industry. Therefore printers should stop and think, and think seriously, when tempted to cut their prices, and thereby avoid a tendency to a general slashing which would prove destructive to the industry.

Think this over carefully and let us have your views on the subject.

The Printer Himself Is to Blame

Not long ago a letter was received from one of our regular readers who, filled with righteous indignation, took strong exception to a reference to printers which appeared in a book review in one of the Chicago daily papers. The reviewer, in referring to printers, used a statement, in effect, as follows: "whose fingers are trained but whose minds are not." We do not blame our correspondent for being "peeved"—we were somewhat inclined to feel likewise. But—let us be honest with ourselves—is it not possible that the book reviewer in question was justified to a certain extent in making the statement?

Recently a fellow editor called upon us with the request that we go over his publication, a well edited

monthly business journal, and give him our opinion of it, together with any constructive criticism or suggestion that would enable him to improve it. We do not know who is responsible for the printing. Typographically, the majority of the advertisements, not including those that show evidence of having been sent by the advertisers in plate form, are atrocities. How it is expected that they will attract the attention of the readers is more than we can understand. It is also evident that very little if any effort has been put forth to help the publisher present the reading matter in a way that will make it attractive and invite reading.

Yet — and here is the sad part of it — this is merely one specimen out of many of a similar character that are constantly coming to our attention. And we call printing an art! Is it any wonder that printers are accused by some well meaning persons of having their fingers trained but not their minds?

Of course, it can be argued, and not without foundation, that the publisher is at fault in demanding that the work be produced at a low figure which makes it necessary to cut every corner and keep the time down to the minimum. Likewise it can be argued that the publishing of journals such as that mentioned has to be done on a margin that does not permit of spending the time necessary for artistic typography.

Even so, admitting that there is something to these arguments, we doubt, and very strongly, whether it would require such a great amount of extra time or add appreciably to the expense, if at least some of the elementary principles of good typography, such as the proper selection of type faces, proportion, and correct distribution of white space, were employed. We are certain that the results from every standpoint would be well worth the additional cost, if there were any.

We are living, it is true, in a highly commercialized age - commercialism dominates, to a very great extent, and necessarily so, in practically every line of effort. And so we find the cry for quantity production submerging to a great degree the character and quality of the product. Here and there we find notable exceptions, which act as a leavening influence, showing what can be accomplished by giving a little thought to the fundamental principles underlying the craft which should be familiar to all engaged in it - the details, the little niceties, if you please, which make for perfection. But, on the whole, this great dominating spirit of commercialism has created a vast army of workers who give thought only to getting the work out as quickly as possible, just so the matter can be read, regardless of appearance, character or quality. And so we find a considerable proportion of printing produced today that is little better than a jumble of type smeared over with ink and spread upon paper.

"The art preservative of all arts." "The enlightener of mankind." How nice such phrases sound — how impressive they appear in print! Yet how far we have drifted from the true standard of printing in so much of our work! Why? What is the answer?

How can we remedy the situation? By a slow but sure process. First, careful selection of those taken into the printing plants as apprentices, placing them under proper supervision and giving them the requisite training so they may become thoroughly grounded in the fundamental

principles of good printing. Second, by a continuous program or campaign to educate users of printing to a higher appreciation of good printing, and to the value of good printing as a business asset.

Let us work together to preserve the standards of printing, to maintain its position as the "art preservative of all arts," and the builder of business enterprises, so there will be greater respect for our product, and no opportunity for critics and reviewers to cast the slur of our work being produced by those whose fingers are trained but whose minds are not.

For Placing Appropriate Portraits in Printing Plants

We are indebted to Eugene J. Roesch, manager of the Indianapolis Typothetæ, for advice regarding a suggestion he has presented to officers of the United Typothetæ of America. Mr. Roesch has conceived the idea of placing copies of the best engraving of Franklin procurable, neatly framed, in the offices and all departments of every printing plant, and he has recommended that the United Typothetæ make arrangements for securing a sufficient number of copies of the engraving and distribute them to all members of the organization. Included in the plan is "posting from time to time on suitable bulletin boards appropriate proverbs and sayings of Franklin that will foster the constructive and productive spirit of teamwork, and promote better understanding of the individual obligation of both the employer and the employee toward one another, toward the apprentice, and their industry. In other words, to imbue the master printer, his journeymen and the apprentices with a proper appreciation of their high calling."

We compliment Mr. Roesch on the recommendation he has made, and heartily trust that it will not be allowed to fall by the wayside. Whether it is taken up by the national organization or not, we believe that every printing plant in the country should be urged to have good portraits of the printer's "patron saint," as well as of other early master printers who were prominent in the development of our industry. It was with this thought in mind that we started the series of portraits of early master printers which is now appearing in this journal.

It might be said that altogether too little attention has been paid to making printing plants attractive places in which to work. Looking at the matter from the purely mercenary standpoint, any expenditure for brightening up the workrooms and making them more cheerful is a good investment, one which pays good dividends. The results are reflected in the product as well as in the changed attitude which is taken by the employees toward their work. Bright, cheerful surroundings are far more conducive to good work, to quality and quantity, than are those of the opposite character. Especially does this apply to work of the nature of printing.

Again we say that we hope the suggestion offered by Mr. Roesch will be carried out, and that an effort will be made to have every printing plant provided with good portraits of Franklin as well as some of the other prominent early master printers, so that the influence of those who have attained high positions in the esteem of their fellow men, and who have left their mark on our industry, may be reflected in the product leaving our plants today.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

How Should Covers Be Scored?

To the Editor: Burlington, North Carolina.

We have had some argument in our shop as to the correct way to score magazine or book covers; that is, whether they should be scored inside or outside. Will you kindly advise the correct way?

G. R. L.

Answer.—If the stock is of such nature that a break is likely to show, it is best to score the covers on the inside. By referring to any issue of The Inland Printer you will notice that the covers are scored on the inside as printed. On a long run this means a considerable saving both in presswork and in time. Heavy stock is very often scored on the outside, provided a good clean job can be had.

Answering your question as to which is correct we can only say that both ways are correct. In deciding which method to use you should be governed by the conditions that enter into the job.

Do any of our readers have any comments on the subject of scoring?

May His Tribe Increase!

To the Editor: Venango, Nebraska.

I heartily agree with Mr. Caswell's article on page 219 of the November issue of The Inland Printer regarding editorials in the country weekly by the editor for his readers. A good many editorial pages are the expressions of syndicates rather than the editors of the papers, and are failures, but the country editor who will take a little time and thought can add greatly to the interest of his paper by putting into print his individual ideas of things.

I know. I have tried doing without an editorial page, running a "clipped" column or two as editorial, and using the various services that are offered. I have failed to get a rise out of my readers with anything but my own ideas. Now I write from three to six columns of editorial matter every week, which is run in three country weeklies under my management. This is not the profound stuff that deals with the future of the nation or with world affairs, but my personal opinions on local and national affairs, sometimes very badly written, but always sincere. And my readers either like it or don't, and never lose an opportunity to tell me I'm right or wrong.

The average country editor is just like some ten millions of other folk in this country—he has just the same likes and dislikes, and what appeals to him or repulses him will nine times out of ten act in a similar manner on his readers, or the majority of them.

Independence is a great thing when it isn't mistaken for neutrality. Too many independent newspapers are simply "on the fence." And hardly any one these days has a great deal of respect for the editor who will not take one side or the other, especially in local affairs.

I do not think that any editor will lose business by expressing his honest opinion on any matter under the sun. But the

modern business man isn't inclined to respect the "wishy washy" editor, even though the editor "wish washes" to that business man's side of the matter.

The big idea in writing country editorials, I have found, is never to write above the heads of the average country weekly reader, and to be honest with one's self and with one's readers. Good ideas expressed in poor language are still better than bad ideas expressed in good English usage.

EDGAR SHERMAN.

Wants to Know How to O. K. Press Proofs

To the Editor: St. Louis, Missouri.

I am planning to take a job where I shall have to O. K. press proofs. Since I don't know much about it, can you give me some pointers?

J. R. M.

Answer.—The O. K.'ing of press proofs involves considerable responsibility and is work which must under no circumstances be done in a hurry or without a full knowledge of the details of the job. On bookwork or work which will be trimmed after printing, it is always well to consult the bindery foreman or cutter man before giving a final O. K. Although shop practice varies in different plants, the procedure usually is as follows:

The pressman gives the O. K. man one of the first sheets off the press. After a glance to see that the position is about correct and the pages are properly imposed, the instruction "O. K. for position" can be given so that the pressman can proceed with the make ready.

In the meantime the one who is to give the final O. K. checks up the press sheet with the ticket to see that the proper stock and ink have been used; if bookwork he folds the sheet carefully so as to be sure that every page is in its correct position; he gets an O. K. from the bindery foreman or cutter regarding margins, folding and trimming, and, finally, checks the press proof with the O. K.'d page proof.

After getting a sheet that is correct in every detail he then gives the final O. K., something like this, "10-25-20, O. K. Final, Run 5,000," or "O. K., Run 3,000 and change," or any similar instructions. The final O. K. is the pressman's order to run the job, and great care should be exercised to see that every detail is covered.

In some cases the proofreader will check the corrections, passing his O. K. to the one who gives the final O. K.

Thank You

To the Editor: Seattle, Washington.

I believe you will find my name on your subscription list from various places as far back as 1894 or 1895. I remember subscribing for The Inland Printer when I began learning the trade and have found it of great value; then as well as now.

W. F. Calvert,

Manager, Advertising and Printing Department, Western Dry Goods Company.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

It is said that strawboards are a drug on the market at present; consequently lower prices are being quoted.

German printing paper is now coming into England again, slowly however, because of both financial and transportation difficulties.

Under the auspices of the Royal Society, the compilation of an international catalogue of scientific literature has been started.

J. Francis Henshaw, who died recently at the age of eighty-eight, had the record of working seventy-seven years for one firm of printers in Camden Town.

A moving picture showman at Liverpool laments that the recent printers' strike, with the consequent stoppage of newspaper publicity, caused a daily drop in his receipts of £40.

An armistice has been brought about in the dispute between the master printers and their employees in the Manchester and Liverpool districts. The latter have gone back to work pending further attempts to settle the dispute over wages, etc.

In a recent report, the parliamentary committee on expenditures condemns the ministries, which exceeded their printing appropriations by from 200 to 600 per cent. The food ministry had exceeded its allowance by 600 per cent. The parliamentary printing this year cost £6,079,140, compared with £1,903,103 in 1913.

A CORRESPONDENT of the Scottish Typographical Journal puts this question to the compositors of Dundee, Scotland: "How many of our members are aware that copies of The Inland Printer are at their service in the Central Reference Library, Albert Institute?" Then he advises them to use the opportunity to improve their knowledge of printing. Thanks, brother.

THOMAS MACKENZIE, late high commissioner of New Zealand, recently referred to the keen trade competition between the British Empire and America, and in this connection criticized the high postal rates prevailing in his country, saying: "I can not understand why these rates from this country to places abroad remain so high. If I want to send a newspaper abroad I have to tear out the advertisements in order to save postage. It costs 21/2 pence to send a newspaper abroad, but with the advertisements cut out it could be sent for 1 penny. Would not the Americans distribute all the literature abroad that they could? The circulation of our literature should be encouraged as much as possible, so that people might know what we require and what we have to give them. If we are going to use our postoffice only for revenue purposes [à la Burleson] we will not be making the best use of it. It is very essential that the advertisements in newspapers should be forwarded as well as the reading matter." We, in the United States, have told practically the same thing to our postoffice department, but the present powers that be look upon the department more as a money getter than as a disseminator of information - which latter the large majority of our people wish it to be, and which it originally started to be.

GERMANY

THE association of typefounders has announced a slight reduction in the surcharge on invoices of type and spacing material.

THE Maschinenfabrik Johannisberg (printing press manufactory), at Geisenheim in Rheingau, advertises the delivery of its ten thousandth machine.

BECAUSE of the present high cost of printing, the Berlin Academy of Science has discontinued the publication of its

reports, which were formerly printed at the National Printing Office.

THE German National Printing Office employs 2,500 people to produce the country's postage and tax stamps. The average daily output is 42,000,000 postage stamps, 900,000 postcards, 18,000,000 tobacco stamps, 8,000,000 insurance stamps, 7,000,000 tax stamps and 1,000,000 miscellaneous stamps.

The D. Stempel typefoundry at Frankfurt a. M. has issued a reproduction of a type specimen sheet of the year 1592, which is believed to be the earliest type specimen sheet ever produced. It emanated from the Egenolff-Luther typefoundry, which existed in Frankfurt from 1530 to 1810. The sheet measures 36 by 54 centimeters. One of the proprietors in the line of descent of the foundry was one Johann Erasmus Luther, who was a descendant of Martin Luther the reformer. It is said that some of the products of the foundry were sold in America and that the first American printer (Christopher Sauer) and also Benjamin Franklin used its type.

AUSTRALIA

It is estimated that Australia consumes over 70,000 tons of news print paper annually, and that for this it now pays £5,000,000 more than it did in 1914.

A PROPOSAL comes from Queensland that an American organizer visit this country in the interests of the printing trade. The Victorian Master Printers now suggest to the Queensland Association, in view of the news that in February next Charles Francis, of New York city, will visit Melbourne, the desirability of the proposal being held over pending the visit of Mr. Francis.

The Societá Industria Italiana della Penna, at Milan, has just established the first factory in this country for the production of steel pens.

The twenty-two paper mills of Italy in the last three years earned 210,000,000 lire, with a capital of but 36,000,000 lire. The principal mills are: Pietro Miliani, earnings 18,616,322 lire; Italian Paper Company, at Turin, earnings 35,000,000 lire, capital 4,375,000 lire; Meridioni Mills, earnings in 1918, 21,000,000 lire, capital 2,000,000 lire.

HOLLAND

THE board of management of Holland's next International Industries Fair, which will be held at Utrecht, September 6 to 16, 1921, asks us to announce that all foreign manufactures and products will be admitted to this fair, and that all desired information relating to it may be obtained from the General Secretariat, Vredenburg, Utrecht. The printing industry is, of course, included in the list of exhibits.

PALESTINE

THE Government has issued an ordinance regulating the exhibition of advertisements and the use of billboards. This allows a district governor or municipality to set up special hoardings on which all public and general notices and advertisements may be posted. Advertisements may be exhibited on tradesmen's premises, but power is reserved to regulate the form and size of such displays.

CHINA

It is reported that the Chinese Press Conference, at a recent meeting in Canton, appointed a committee to establish a school of journalism patterned after that of the University of Missouri.

INDIA

THE Englishman, published at Calcutta, will attain its centenary early next year.

EVERY human being is intended to have a character of his own; to be what no other is, and to do what no other can do.— Channing.

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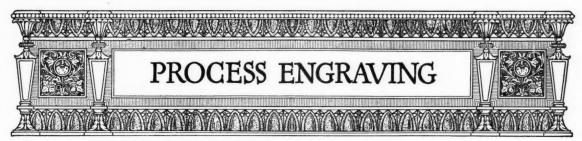
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BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted.

For terms for this service address The Inland Printer Company.

Education of Apprentice Photoengravers

The plan which Photoengravers' Union No. 1 of New York has adopted for the education of apprentices is working successfully. The writer visited Murray Hill Trade School and, through the courtesy of Dr. Charles Harper, the principal, he was shown the classes at work. Owing to the lack of room only the first and second year apprentices are studying at present. The course is for sixty nights, two hours a night, and includes free hand drawing and dry plate photography for the first year. Dr. Harper says that these apprentice students are the best they have and are most regular in their attendance, one reason being that the officers of the union insist that the apprentices take every advantage of the splendid opportunities for training that the Board of Education is giving them. This night school work is bound to make high grade artizans of the future journeymen. For several years the lithographers have had classes at this school for the teaching of lithography, and the success of this school will lead to similar teaching in other cities.

The Art in Color Plate Engraving

H. J. Griffith, of San Francisco, in the Commercial Artist of that city, pays this just tribute to the art of the color plate engraver: "The reproduction of color subjects by the photoengraving process is science's greatest achievement in print making. By the combination of photography and engraving, the multicolored rendering made by the artist from an unlimited color palette is engraved and reproduced by three or four copper engravings. This sounds like magic - and magic it is - the magic of perfect craftsmanship and art, for art enters into every mechanical operation of the process. For, while the development of the subject from the negative to the finished proof has its definite formula and procedure, let the workman with the untrained eye for color follow every rule prescribed and his production will be found wanting. Every step of color engraving demands the skilled hand and color sensitive eye to match and catch the slightest difference of the hues, their values and intensities."

Dry Lithography

Printing from zinc plates photoengraved in relief on an offset press has rapidly come into use under the name of "dry lithography." It was given this name from the fact that the plate being in relief, rolling the plate with a water roller is not required to keep the ink from the white spaces between the lines. This makes it possible to print in water sensitive inks on safety paper for bank checks. The ink rollers must be sufficiently hard and smooth so that they will not deposit ink in the white spaces. The best method of engraving these plates is the one used by the photoengraver, and consequently this work had better be done by him. J. Albert Heppes, the authority on lithographic methods, says that Chicago was the place where the idea originated and developed. He probably

has forgotten that the father of lithography, Alois Senefelder, suggested dry lithography in 1821 when he wrote: "When a pen drawing is so made that the various lines are close together and there is no white space on it that is greater than at most one-half inch in diameter, it will permit printing in a purely mechanical way without being prepared [for the use of water]. It need merely be etched into all the relief possible without undereating the lines."

Bath Scum Cured Promptly

"Photoengraver," in a southern city, wrote: "I am at present in a hole that I am unable to bring myself out of, though I have used all the knowledge I have. My trouble is with the silver bath; it shows a surface scum that I can not get rid of, try as I will. I have tried rain water from the roof, triple distilled water, various makes of nitrate of silver, different kinds of collodion, and have boiled the baths, but still there is the scum."

Answer.—Follow these instructions and see if the bath scum does not disappear: Get your bath and developer cool, even if you have to use ice around both. Make up a developer of 1 ounce iron to 16 ounces water and 1 ounce acetic acid, then all surface scum, that is, a fog that can be wiped from the surface with wet cotton, will disappear.

This reply was received a few days later: "We deeply appreciate your immediate attention to our trouble. Your suggestion was put into effect and the cure was instantaneous. We did not find it necessary, however, to use ice. We had been using a developer 20 per cent strength, and with 1 ounce acetic acid. Your formula calls for a developer of 10 per cent strength and 5 ounces of acetic acid for the quantity we were making up. So we were using a developer twice as strong as it should have been in iron and entirely too weak in acetic acid. We thank you again for such timely aid."

Instructions to Color Plate Engravers

Four color engravings to appear in magazines electrotyped and printed on web presses should have the following qualities, says E. A. Neben:

Original engravings must have a clean deep etch, printed from a chain dot negative in the high lights, and etched to a sharp dot and a great depth. Originals must not be blocked on wood. Don't have small lettering, ornaments, lines, etc., printing in black, appear in the four colors to print over one another—looks very bad when out of register. If in the screen, eliminate them by running through the yellow, red and blue with tool, and you will get a clean and sharp print. Trim up the originals clean and sharp, cut down shoulders close to work, also run through screen at edges to avoid hard edges on the electrotypes and cause less worry for the printer. Use one-sixteenth routing tool when routing plates to go around the outlines of the work. All the dead metal to remain on plate, to act as bearers in the electrotypes and cause less worry for

the printer. Don't lap more than two colors under solid blacks; preferably, the blue screen under solid black is enough and improves the color; yellow under the solid black color should be avoided. Too many colors superimposed cause offsetting, sticking and a dirty appearance. All solid colors, where they print over each other, should have screen in them. Show progressive proofs on the stock to be used in the edition. Use only the four standard colors in proving up the originals.

Three Color Process Publicity

Charles A. Grotz, of the Trichromatic Engraving Company, New York, did a clever bit of three color process publicity work in the cover he made for the November number of *Science and Invention*. It shows a butterfly printed in three colors, with the dots only seven to the inch, and by comparison the same butterfly reproduced in three color halftones 133 lines to the inch. The article telling how the plates for the cover were made gives the reader a clear idea of the whole process in a brief space.

Rotogravure Halftone Screens

"Mechanical Superintendent," New York, writes: "Will you kindly give us an opinion as to the proper proportion of the transparent lines to the opaque squares in the screens used for rotogravure? There is some disagreement regarding this in our gravure department, and it has been suggested that your opinion be asked, as we understand The Inland Printer was the first in the country to call attention to this method of engraving."

Answer.— It is not surprising that the artizans in your rotogravure department are not agreed as to the proportionate width of the transparent lines and the opaque squares in the screens they use, for this question is not definitely settled yet, there being so many factors that enter into it. From our own observation it would seem that for sheet feed presses, where but small editions are required, using ink strong in pigment, and the greatest delicacy is retained in the gradations of the positives and the printed results, screens with transparent lines with a width in proportion of one to opaque squares of six might be used to advantage. But for newspaper supplements, such as you are interested in, where the edition from a cylinder might be 250,000, deeper etching is required than for the small edition cylinder. Some of the cells in a newspaper cylinder are etched to a depth of four one-thousandths of an inch, consequently it is necessary that the screen lines be wider when the etching begins, so that the better proportion for the screen is a width of one for the transparent lines to four for the opaque squares. The pitch, or number of these transparent lines to the inch, can also be varied. One hundred and fifty lines to the inch is the ordinary screen at present, but it will be found that the screens for sheet feed presses can be finer and the newspaper screens coarser.

Inventor of Rotogravure

All admirers of rotogravure will be pleased to know that Karl Klietsch, whose name has been also spelled "Klic," is living at the age of seventy-nine years, in Vienna. Klietsch, it will be remembered, was the one who not only invented photogravure, but conceived the idea of printing photogravure from a copper cylinder instead of from a flat copper plate. He received assistance to experiment with the idea in Lancaster, England, where the Rembrandt Intaglio Printing Company was formed in 1895, which has printed rotogravures, not only in a single printing but in colored inks, that have been highly prized by art lovers everywhere. The first rotogravure portrait in colors published here was in THE INLAND PRINTER for December, 1908. We are soon to have rotogravures in colors from many sources in the United States, and it will be interesting to see if they will equal the rotogravures in color published by the Rembrandt company.

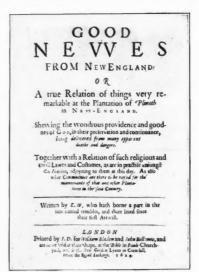
THE PILGRIM PRINTERS OF PLYMOUTH IN NEW ENGLAND

BY HENRY LEWIS BULLEN



N 1917 Lutherans and others celebrated the fourth centennial of the beginning of the Reformation by Martin Luther. At that time two men who were managing the celebration in New York visited the Typographical Library, and asked: "Have you any books here which will inform us of the influence of the Reformation upon

printing?" My answer was: "No, we have not; because the Reformation had no special influence on Printing; but we have books which record the influence of Printing upon the



Title page of the Book, written by Governor Edward Winslow (a printer) of the Plymouth Plantation, which contains the first complete narrative of the arrival and settling of the Pilgrims in New England.

Reformation." After a short debate, the men conceded the point I then made that without Printing the Reformation could not have affected all Christendom. Not long afterward I received a letter from the men managing the Philadelphia celebration, propounding the same inquiry, and reversing it upon my protest. Wherever there is a widespread, steadily progressive effort on the part of any body of people, look for the Printers; they are sure to be one of the chief (if not the chief) motivating factors.

This year we are celebrating the tercentenary of the Landing of the Pilgrim Fathers in Plymouth, New England. As printers we have a special interest in this celebration, because two of the three leaders and guiding spirits of the Pilgrims were printers. William Bradford was the greatest of the Pilgrims, a wise administrator; but the printers William Brewster (the venerated spiritual head) and Edward Winslow were his ablest assistants and advisers: Winslow, the youngest of the trio, was a magistrate and thrice governor of the Plymouth Colony; he made five voyages to England as representative of the Plantation, and finally returned to England in 1649 to aid Oliver Cromwell in maintaining the Commonwealth of England. On one of his early visits to England he became one of the founders of the Society for Propagating the Gospel in New England, for which a printing outfit was required for use in Cambridge. The object was to Christianize the Indians. Winslow it was who persuaded the Rev. Jose Glover, a nonconformist clergyman who was passing wealthy, to come to 020

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New England, and bring with him a printing press and type and a printer (Stephen Day) — our first printing house. Winslow met Glover in England in 1634 and offered him the position of pastor of the Plymouth Colony. (The Colony was without an ordained pastor for fifteen years, until 1635, Elder Brewster officiating as preacher during that period.) Glover declined the appointment, but he came over in the same year to spy out the land. He returned to England and in 1638, having the expectation of becoming president of Harvard College, brought with him to Cambridge the now famous printing outfit. Winslow at all times was the principal spokesman of the colonists, whether in negotiating with the Indians (who trusted in him, and were never disappointed) or with the Puritans of Massachusetts Bay (less tolerant than the Pilgrims) or King Charles the First (who imprisoned him for seventeen weeks when he went to London in 1635). He was also the first to publish (in 1624) an authoritative narrative of the expedition which has assumed so great an historical importance. The first account of the Plymouth Colony was printed anonymously in London in 1622. The contents were letters of various of the Pilgrims to friends in England, which pamphlet was rather discouraging. Its title was:

A/Relation, or Journal,/of the/Beginning and Proceedings/of the/English Plantation settled at Plymouth,/in New England;/by certain English Adventurers, both Merchants and others. /With their difficult Passage; their safe arrival; their joyful building of,/and comfortable planting themselves in, the now/well-defended Town of New Plymouth. /As also/a Relation of Four several Discoveries, since made by/some of the same English Planters/there resident;/..../With/an Answer to all such Objections as are any way made against /the lawfulness of English Plantations/in those parts. / London. /Printed for John Bellamie, and are to be sold at his/shop at the Two Greyhounds, in Cornhill, /near the Royal Exchange, /1622.

Only two of the letters in the foregoing little book were signed, those of E. W. (Edward Winslow) and R. C. (Robert Cushman.) Winslow's letter gave practical advice to intending emigrants: "Bring every man a musket. . . . Let your piece be long in the barrel. Let your casks for beer and water be ironbound." Between 1622 and 1624 the Plymouth colony had surmounted initial and severe difficulties. It was growing but slowly, because bad news travels fastest. Therefore ex-printer Winslow took with him to England in 1624 the copy of his memorable narrative:

Good News from/New England: /or/a true Relation of things very remarkable at/the Plantation of Plymouth in/New England. /Shewing the wonderful Providence and goodness of /GOD, in their preservation and continuance; /being delivered from many apparent /deaths and dangers. /Together with/a Relation of such religious and civil laws and /customs as are in practice amongst the Indians/adjoining to them, at this day. /As also/what commodities are there to be raised for the/maintenance of that and other Plantations/ in said country. /Written by E. W.; who hath borne a part in /the forenamed troubles, and there lived/since their first arrival. /London. /Printed by I. D. for William Bladen /and John Bellamie: and are to be sold at their /shops; at the Bible in Paul's Churchyard, /and at the Three Golden Lions in Cornhill, near the Royal/Exchange, 1624.

We must not suppose that the Pilgrims, exiled in Holland, crossed the Atlantic in a little 180-ton vessel (into which one hundred and two persons were crowded) in an uncalculating adventurous desire to escape from oppression. They voyaged with understanding, because Printing had brought to them reliable accounts of what the Spaniards, Dutch and English voyagers had seen in our hemisphere. We think of Columbus setting his face toward the west upon a mere guess, but Columbus was fortified by the possession of a book written eighteen centuries before in Greece by Aristotle, a translation of which in Italian, printed in Venice, had fallen into his hands. Aristotle had reasoned that the earth was round and that a ship might sail through the Pillars of Hercules and eventually circumnavigate the globe. These ideas had lain dormant during the dark (printerless) ages, until revived by the followers of Gutenberg. That book, his son tells us, was the source of Columbus' determination to sail the unknown seas, with China (" far Cathay") as the objective. In a very true sense Printing discovered the Western World.

Now, three hundred years ago men's thoughts were mightily interested in North America. South America was a wellknown story, preëmpted by Spain and Portugal. In the North there was hope for other nations, and eventually the English, Dutch, French and Swedes sought their shares. The grandfathers and fathers of the Pilgrims had been reading of the "new worlde," the "newe lande," the "newe India," ever since one Richard Eden had issued in London in 1511 the first book in English about the lately discovered Brazil:

Of the Newe Landes, and of ye People founde by the Messengers of the Kynge of Portyngale, named Emanuel: of the X. dyuers Nacyons crystened; Of Pope Iohn and his Landes, and the costely Keyes and wonders molodyes that in that land is.

But the books which, doubtless, influenced the Pilgrims to adventure to New England were those of that famous adventurer and explorer John Smith, one of the first settlers of Virginia (in 1606). Smith's first book went through four editions in 1608. Its title is:

A/True Re-/lation of such occurrences and accidents of note as hath hapned in Virginia since the first/planting of that Collony, which is now/resident in the South part thereof, till/the last returne from thence. /Written by Captaine John Smith of the said Collony, to a worshipfull/friend of his in England. /London. Printed for Iohn Tappe, and are to bee solde at the Grey-/hound in Poules-Churchyard, by W. W.: 1608.

This is the first book of English authorship relating to North America. Smith followed it with his "A Map of Virginia, with a Description of the Countrey," etc., printed in 1612, and a third book,— the first book about New England — which we may surmise was decisive in determining the course of the exiles in Holland, the title of which reads:

A Description/of New England: //or /The Observations, and /discoveries, of Captain Iohn Smith (admirall of that Country) in the North of America, in the year/of our Lord 1614: with the successe of sixe ships, /that went the next yeare 1615; and the /accidents befell him among the /French men of warre: /With the proofe of the present benefit this /Countrey affoords: whither this yeare, 1616, eight voluntary Ships are gone /to make further tryall / At London. /Printed by Humfrey Lownes, for Robert Clerke; and /are to be sould at his house called the Lodge, in Chancery Lane over against Lin-/colnes Inne, 1616.

These books, and Sir Walter Raleigh's "Discoverie of Guiana," 1596, and four editions of a book printed in Latin in Amsterdam in 1612 and 1613, describing the voyage of Henry Hudson and the discovery of the island of Manhattan, were most potent in turning men's thoughts toward these shores, whether in Virginia (first settled in 1606), or Plymouth (1620), or New Amsterdam (1626), or New Sweden (on the Delaware river, 1638). How fascinating all these books must have been in a period when books of travel were in themselves novelties! Plymouth Rock is an interesting object, no doubt; but how much more interesting are these printed beacon lights guiding in 1620 men of various nations toward the founding of a nation which, with all its faults, is in truth in this year of 1920 the hope of a distraught world. May it not disappoint mankind, in the day of its mighty power!

Incidental to the ever memorable Pilgrims and their pilgrimage is the exciting story of the persecution in Holland of Elder Brewster, the eminent and well beloved printer, by King James I "of Great Britain, Ireland and France, defender of the Faith." That episode in the history of printing was told in the December (1919) and April (1920) issues of The Inland Printer, together with particulars of what he printed (with a facsimile of one of his title pages) and how it was discovered that Edward Winslow was a printer, all of which lends a special interest to printers in the Pilgrim celebrations which are being held this year in Holland, England, and the United States

ABOUT A HOUSE-ORGAN

Ye Ed.—" Why is a house-organ like a hand organ?" The Sports Editor—" Because it is run by a crank."

The Art Editor—" Because it encourages monkey work." The Social Editor—" Because it gives pleasure to children."

The Musical Editor—"Because the one is a departure from music and the other has a department of music."

The Literary Editor—" Because it is an organic organism organized to orchestrate an original orgy."—Exchange.



OUR NEW PRINTER-PRESIDENT WARREN G. HARDING

Reproduced from the official etching portrait by R. H. Sommer

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BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Doubling Up

The recent greatly increased cost of electrotyping as compared with the cost of setting two or more of a job is bringing to the front again the old inquiry, "When does it pay to double up?" In former years there would have appeared in this department figures to show the relative cost of running one up, or two up, or four or more, based upon the pressroom costs. But now there is another phase to the proposition, "Does it pay to buy electrotypes, or is it cheaper to set the duplicate forms?"

We know that when certain classes of work are set on the monotype, by rerunning the ribbon through the caster, the duplications cost less than electrotypes at the present prices. We also know that in certain other classes of work the slug machines can duplicate slugs very cheaply. Therefore, in such work, where the makeup is light, the machines can beat the electrotyper, both in cost and in service as to time of delivery.

But how about hand work? In very open work, such as dodgers and display advertisements, where the original can be set at the rate of about fifteen or twenty square inches an hour, the duplicates can be produced at least one-third faster, and it is apt to be nip and tuck for cost between the composing room and the foundry if the foundry lockup is considered part of the electrotyping cost, as it should be. Here, again, the service factor is likely to be the deciding one.

Some years ago, during an electrotypers' strike in an Eastern city, the actual results of doing without plates and setting duplicates on jobwork such as comes to a commercial plant doing no bookwork proved that the actual cost (exclusive of the investment in type, which might be a factor in some underequipped shops) was very close to "fifty fifty."

That was when there was nothing but high priced foundry type. Now, with numerous trade plants making type for their customers at low prices, and many printers making their own at still lower prices, it should prove really less costly to set duplicates of most of the jobs and small booklets than to plate them

It looks very much as if the electrotypers were in danger of killing the goose that lays the golden eggs. They should be looking for less expensive methods of working, or less costly materials, rather than increased price lists to cover higher wage demands. There is a limit to the selling value of every product beyond which the law of diminishing returns begins to work, with the inevitable result that something less costly takes its place.

Composing Room Costs

Never was there a time when it was more necessary to keep close tab on costs than the present, when the entire commercial fabric is permeated with a spirit of unrest, and, to a certain extent, desperation.

After soaring to hitherto unknown heights the prices for materials have halted, at least temporarily, and there is hope for recession; but the cost of labor shows no diminution, nor do the workers evince any realization that conditions have reached the breaking point.

The composing room, always considered the most expensive and the least profitable department of the print shop, without reason, of course, is looked upon as the first place to make retrenchment; but the rate of production has recently been so low that the idea must be given up unless a complete reorganization can be effected.

The cost system reports for months past have shown an increasing figure for the productive hour cost in the composing room, until it has reached a point that suggests the substitution of some other method than hand composition.

Of course, there are composing machines that have for years taken increasingly good care of the straight matter composition, and another that has proved itself more efficient than hand work on tabular, intricate pedigree and catalogue work; but there remains a large amount of jobwork to be set by hand.

Recent developments in machine composition have reached the point where such of this work as is set in Engravers Gothic and Engravers Roman may now be set on the machine. And this really constitutes the major part of the small work, such as cards, labels, letter and note headings, envelope corners, invitations, etc.

But the real saving of these improvements, from straight composition to gothic jobwork, consists in the fact that the type thus set does not have to be distributed. The composing machine never made any substantial progress so long as it used foundry type that had to be distributed, even when, as in the case of at least one machine, it distributed one job as it set another.

The cost of distribution is the big element in the composing room that should be either eliminated or greatly modified if we want to get production and profit from this department. What other business could stand a drain of from twenty-five to thirty-three per cent of the total labor in any department for the handling of used material to put it in condition to be used again?

The printing business does. Is it any wonder composing room costs are high?

Profit

Profit is that which is left in your possession when all the costs of production, the cost of selling, the cost of credit, the cost of collection, including your own salary, have been paid in full. It is not profit so long as there is a single unsatisfied claim against it, nor until it is actually in your possession.

Figured on this basis, the profits of many printers are quite small if not problematical, as was demonstrated in the recent surveys of the trade made by the United Typothetæ of America in starting the three year plan of coöperation.

But there is one feature about profit that many printers and other business men fail to appreciate. It has been said to the writer time and again, "So long as I pay my bills what business is it of yours, or my creditors, or any one else, whether I make a profit or not?"

It is really the business of the whole community that each man conducting any kind of business within it makes a fair profit on his cost of production, if it is a correct cost, and that he be shown how to produce at a legitimate cost if he is not now doing so. This is not nearly so chimerical as you will think at first reading, for the man who is not producing at a correct cost can not sell at a correct price and make a profit, and he is therefore a detriment to the community and a retarder of its progress.

Read that over again. You may need it some day when tempted to cut prices. The business man who is not making a profit is a detriment to the trade in which he is engaged and a holdback to the progress of the community in which he does business.

The selling price of practically all articles is fixed by two factors: the scarcity or abundance of the article; the need or the demand that can be created for it by presentation of its merits. Thus the price is really fixed by public opinion or mass judgment, except when some sensational or emotional excess creates an abnormal demand for a short time.

Buyers know that the seller must make a profit and they are willing that he should, and most of the losing prices are made because some seller whose sales have been less than he thinks they ought to be loses his head and "cuts." The seller who overloads on a rising market and gets caught with an excess stock is in this class and has only himself to blame, not the market or the public.

While it is impossible to fix a certain percentage of actual profit for all kinds of merchandise, just as it is impossible to make a mathematical estimate of cost to a cent, it is possible to strike a fair average and make it legitimate to refuse to sell below a certain minimum advance upon known or estimated cost.

It is all a question of knowing costs and keeping your nerve. That is where the study of the cost system and training in salesmanship come to the help of the younger and less experienced printers, and to some of the older ones as well.

Keeping in Touch

The man who keeps in touch with the progress of his trade by reading the trade journals is the man who will advance, be he employer or employee. Experience has proved this time and again. The printing plant where most of the employees in the office and workrooms read the trade papers and magazines is conspicuously the most progressive.

These facts suggest that it would be money well spent by any printing concern if it would subscribe for one or more copies of the principal trade journals and publications, and see that they are regularly and systematically passed around among the employees to be read and studied.

"But," says the pessimist, "they will not read them and they get lost or mislaid before they have been all round the list." If such is the case it shows all the more need of the good matter in these publications.

There is a remedy, however, suggested by the way they work it out in a large shop in Philadelphia which we had the pleasure of visiting the other day.

Here is how it is done. A list is made out of those who should read, or at least look over, each periodical. This list is printed on a slip, or rather the entire list of those who should be interested is printed. One of these slips is attached to each piece of literature and checked for those to whom it is to circulate. As each one receives the tagged publication he looks it over promptly and checks off his name and passes it along. Should he desire to make an extended study of any article, he checks up on the slip in the proper place and

it is returned to him when the others have had a chance to see it while it is still news.

We show a slip worked out along these lines which any reader is welcome to adopt. The names of all the persons who are to read the journal are placed in the center in the order of their importance in the plant. The names of those

| FOR | PASS ON TO | RETURE |
|-----|-------------|--------|
| | Mr. Salmon | |
| | H. S. Smith | |
| | W. Brown | |
| | F. Henry | |
| | Marshall | |
| | Fisher | |
| | C. S. Brown | |
| | Green | |
| | O'Brien | |
| | Taylor | |
| | Callahan | |
| | Burroughs | |
| | Breslin | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | Library | |

When through with this. place date to right of your name and pass it to the next one on the list whose name is ticked. If you want to study some article do not hold it, but place a tick to the right of your name, and it will be returned to you after the others have seen it.

who are to read the publication or study the sample to which the slip is attached are checked at the left side and it is given to the first one on the list. As each one finishes it he draws a line through his name, puts the date in the right hand column, and passes it along. Should he wish to see it again he merely ticks his name to show that he has seen it, and places a check in the right hand column to show that he wants it again, dating it after he has finished his study of it on the second trip. They are then filed for reference in the library.

This method will secure a prompt reading of current trade magazines or the study of samples while the matter is still fresh, yet will give those who wish it an opportunity for slower study. In several places where it has been used in a modified form this way of securing a reading of trade journals has been productive of good, and we believe that if it were more generally followed by not only the large firms who would never miss the few dollars the subscriptions cost but also by the smaller ones who feel compelled to count every non-productive expense, there would soon grow up a class of workmen who would disprove the claim that there are few good printers, and a class of executives who would be able to decide quickly upon the value of the new things offered and to use to advantage such of them as may fit into their particular specialties.

From the financial point it would prove the biggest dividend paying investment that any printer can make. Try it.

IOHN SMITH'S BOOKKEEPING*

No. 12.-BY R. T. PORTE

Synopsis of preceding stories.—John Smith acquires a half ownership in the Bladon Banner from Jefferson Bell, who continues as editor, while Smith assumes the business management and installs a bookkeeping system. The cashier of the bank and "Mac," the traveling salesman, give advice and information, and Mamie keeps the books, while Jefferson Bell is more or less interested in what is going on. Finally — well, read the last chapter, which tells the whole story.

Prosperity



HE members of the Ohio Editorial Association were in session at Delphos, Ohio, Tuesday, June 16, 1913. There were present some thirty newspaper men, and the usual number of supply salesmen - about equal parts. The previous day's session had been taken up by a talk on the cost system by a cost expert, and among those who listened

very intently was Jefferson Bell-especially so, when he heard that the workmen were supposed to make out daily time reports and keep time on everything they did. A smile spread over his countenance, and he settled back into his seat with

an air of satisfaction.

The chairman announced the next paper, and said: "Gentlemen, we will now hear a paper on 'Making a Printing Office Pay,' by Mr. Jefferson Bell, of Bladon. It is not necessary for me to introduce Mr. Bell, but I think he has a message we will all want to hear, as I recently visited his plant and saw there something that opened my eyes. That is why Mr. Bell has been asked to address us upon the subject assigned.

Jefferson Bell fumbled around his pockets, and finally drew forth some sheets of paper from his inside coat pocket, advanced to the platform and then in a clear voice, easily

heard by every one present, read as follows:

"Brother editors and publishers, I feel somewhat at a disadvantage in addressing you upon the subject assigned, as it has to do with accounting, business methods, and other things which two or three years ago I was unfamiliar with. I am a country editor, and proud of it, and having read all the jokes about the unbusinesslike methods of a country editor, you know full well what I mean.

"But, you do not want to listen to praises of country editors, nor do you want to hear about their great influence for good, and how they in some way control the minds of the people and sway their ideas, or any of the other old stuff which is sometimes told us by those who wish to flatter us

for their own purposes.

"On the other hand, the country publisher has never been a business man, and if in some way he could meet his bills, manage to get the 'insides' out of the express office, and pay the help on a Saturday night, he supposed that he was making

some money.

"Two years ago I suddenly realized that I was not making money and never would make money, and that if something was not done quickly I might lose the results of many years of hard work. I was not the type of man to go into the matter deeply and find out why, as I am a country editor, and would rather write an editorial than add a column of

"Those of us who write can at least think, and we can get others to accomplish things we find out we are not suited

"When the idea struck me that something must be done, I thought of the man who had been with me for years, and he impressed me as the man who, if I were to take him into partnership, would take a load off my mind, and also might help to place the Banner among the few papers that were making

"This was accomplished. In a few days John Smith became my partner, and to him I assigned all the business

*Note.— This is the last of a series of twelve stories about John Smith and his bookkeeping methods. Copyright, 1920, by R. T. Porte.

details, thus being able to devote more of my time to the newspaper. But, not for one instant did I neglect to take an interest in the business affairs, and consult with my partner. It is by coöperation that we can attain the ends sought for, and I believe that the spirit of coöperation of my partner and myself has as much to do with our success as anything else. If things went wrong we did not blame one another, but sought for the solution. As a result, I believe that the Banner is one of the few papers in Ohio today that is making real money and can prove it.

"The method of keeping books under the old way was discovered to be inadequate, and with the help and advice of the cashier of the bank we installed a cashbook journal and loose leaf ledger, and also adopted some other methods which help to keep the business in a more orderly fashion. Among these was a new advertising record system which has saved us many dollars, not only in time, but in avoiding wrong insertions, running advertisements past their time, and other things. Also a job ticket to keep track of our jobwork, and a card index for subscriptions and a subscription register. These take time to keep up, but they save time in the end.

"But the cashbook journal was the great thing in our printing plant, and we discovered something not thought of

"I want to say again that I am not an accountant or a bookkeeper, so I may use wrong terms, but I will try to explain just what the cashbook journal enabled us to find out about our business.

"At the end of the first month, when the book was balanced, we discovered that we had lost a few dollars - that our income was not as large as our expenses. How we found this out is very easily explained.

"The cashbook journal has the usual column for cash, bank account and merchandise, and some others, but it had a set of columns called expense. This was the column that

enabled us to make the discovery.

"In some way we subtracted from the total price of the job, or the newspaper, the cost of the stock, plates, or anything else that was not labor, and then the difference we put in the left hand column of the expense account. This really represented what might be termed profit, but not all profit, because all the expenses we had for the month or year had to be deducted from that amount.

"The right hand column took care of all those expenses, and when the girl who kept the book said our expenses were over \$300 for a month, and were more than our profits, so that we showed a loss, I was nearly thunderstruck. Yet, despite a careful checking up, it had cost that much to do business.

"Then we discovered another expense we had overlooked. My partner had invested money in the plant, and naturally wanted some interest for his money, such as he had been getting from the bank. I had never thought of that. We added that amount to the total expense for the month, and had an even bigger loss.

"The second month was not much better, and then we decided something must be done as we were not taking in money enough. The bank cashier said we were not doing enough business. I could not see that, as we were all busy, had a good circulation, and nearly every merchant advertised with us.

"Then he showed where by doing some more business, with no more expense, we could make up the deficit. It did not convince me, but my partner, who had charge of the mechanical end of the business, seemed determined, so we went after more business, got out a special Christmas edition, and went out of town for work.

"Getting more business was all right, but we found we were also getting more trouble. We had to hire extra help, and these extra hands spoiled work for us, and did not do any more work than necessary. The cashbook journal was on the job, and each month showed that we were but little better off than before, despite the additional business.

"It looked for a while like a failure, but I let matters run for a time and then had a talk with my partner. Some way he seemed to agree with me, and he saw that while he was working harder we were no better off than before. The advice of the cashier had been wrong as we followed it out. He could see nothing but volume, and the cashbook journal recorded the volume, but also recorded the losses.

"The best thing we ever did in our county was when we formed a press association. There should be one in every county in the country.

"My partner did not think much of it, but as I was very busy, I urged him to go. He was surprised to find at the meeting that we had been taking work from others, and making them come down in price to meet some of our prices, and that instead of helping ourselves we were injuring the rest of the publishers in the county.

"We discovered that others were getting \$5 for bank statements, while we were getting only \$3.50. Only two papers in the county were getting \$1 a year, and we were one of the two. And we discovered a lot of other things.

"When my partner returned we spent one whole day talking the matter over; then I suddenly realized that the cashier was right, but we had applied his ideas in the wrong way.

"When I told my partner just what I had discovered he at once saw the point, but like many others blamed the cashier for not putting us right. I was sorry this occurred, but in the end I am sure things will come out all right.

"In a few minutes we had down in black and white just where our losses occurred, and why we did not make money.

"We were losing 50 cents on each subscriber, and this meant about \$500 a year, or about \$40 a month. That was more net profit than we had ever shown. Then the bank statement price and some other prices were added to the total, and we took the amount of business we had done the first two months we had the cashbook journal, and discovered, as I had thought, we had done enough business, but had not taken in enough money for the business we had done.

"It has not taken us very long to right our methods of doing business, and today we are back to the old force in the Banner office. All the extra help is gone, we are now charging off something each month for interest on what we have invested in the plant, something for depreciation, we have advanced our own salaries a little, and each month we can see a profit in our business after paying all our expenses.

"This is a great discovery, and something that every country publisher should investigate. We all think we are making money, and sometimes we are led into a campaign for getting more business, when in reality we would find that we have enough business in our own territory or town if we were getting the right price for it.

"And the difference between the right price and the wrong price is not so very much either.

"Besides that, we have been able to keep track of our expenses, with little or no trouble, and we know that we have not spent too much money. Our depreciation account, which we put in the bank each month, is getting to be a nice sum, and in a short time we will add a typesetting machine and possibly a new cylinder press and other equipment - and pay cash for it.

"As to raising the prices, it has not been so difficult; in fact it has been so easy we have just about been kicking ourselves, as might be said, that we did not raise our subscription price to \$1.50 long ago. Our advertising rates have been slightly increased, and after some complaints our advertisers are paying the new rates and thinking nothing of it.

The bank cashier, I am sure, is pleased, as our bank balance is now larger than ever - which is the thing that usually pleases a bank cashier.

"That is my story. It is so simple when one listens to it all, yet if it had been proposed, or I had thought what would have happened in the year and a half, I would have strenuously opposed putting in the cashbook journal. Now that it has happened, and I have discovered the reason for the lack of profits, I can only say that every newspaper, every printing office, should have some such system of keeping accounts, and then we would all be ready to listen to reason.

"The greatest drawback to the printing business is a lack of real bookkeeping knowledge. I am not a bookkeeper, and don't want to be one. I hate figures. I am a country newspaper man, but I am glad I have a partner who likes figures, who likes to have books kept, and as a result we are making some real money.

"Gentlemen, I thank you."

A few of those present clapped their hands when Bell finished, and then the chairman announced a speaker on the question, "Should church advertising be run free?"

As Jefferson Bell went to his seat, "Mac" came over and spoke to him.

"Mrs. Bell wants you on the long distance telephone," he said. "She seemed to be very much excited."

"Wonder what it can be," Bell exclaimed.

must be burned down or something. Let's go."

In a few minutes they were at the hotel and had Mrs. Bell on the telephone. "Mac" stood outside the booth, anxiously awaiting the end of the conversation. He was running up in his mind just what machinery, type and other things Bell & Smith would need, and just about how much the total would be, and was beginning to worry about how much insurance they had carried, when Bell came out of the booth.

"Do you know what Smith and the cashier have done now," Bell asked, with indignation plainly written on his face.
"For the love of Mike, what next?" Mac exclaimed, as

he saw one fine order vanishing into thin air.

"Well, Mrs. Bell says that Smith and the cashier have married Lucy and Mamie, and have left town for two weeks, and are now in Niagara Falls.'

"Say, wait a minute, let's get this right; who married who, and did they leap into the falls or into matrimony?"

Bell laughed, all the indignation gone.

"Oh, it is like this. John Smith has married Lucy, the cashier's sister, and to make the thing complete, and as the cashier would probably be without a housekeeper, he has married Mamie, and they have gone to Niagara Falls and won't be back for a couple of weeks."

"What do you think of that," Mac exclaimed. "Lucy could make the best lemon pies. Why didn't I think of that? Oh, well, who wants a traveling man anyway? Say, what are

you smiling at now, Bell?"

"Oh, I was just thinking. You know Smith put in that bookkeeping system and changed the office while I was away. Well, now is my chance! While he is gone, I am going to put in that cost system, and when he gets back he will have to keep time on every job, and do a lot more figuring. He likes to figure, so why not give him enough?'

JUST A MATTER OF PREFERENCE

W. O. Bradbury relates in the Publisher's Auxiliary that one time when he was sticking type by hand on a paper somewhere near Danville, Illinois (it may have been Danville itself), a young lady who had been in the habit of coming into the office each week with a few items for the paper, and who had picked up a few printers' terms, stepped over to his case and asked him, innocently: "Mr. Bradbury, which do you like best - a nonpareil or a quad?"

Brad nearly fell off the stool, but his politeness did not desert him. "Well, Miss Lucy," he said earnestly, "it is merely a matter of personal preference. Some like one, and

some the other."

Collectanea Typographica



By HENRY LEWIS BULLEN

The Bibliomaniae's Prayer
But if, O Lord, it pleaseth thee
To keep me in temptation's way,
I humbly ask that I may be
Most notably beset today.
Let my temptation be a Book
Which I shall purchase, hold and
keep.

Reep,
Whereon when other maniacs look
They'll wail to know I got it cheap.
Oh, let it such a volume be
Hs in rare copperplates abounds—
Large paper, tall, and fair to see,
Uncut, unique, unknown to Lowndes.
— Eugene Field.

The First Magazine, and Its Originator

EDWARD CAVE, son of a shoemaker, born in 1691, in Rugby, where he attended a grammar school, in which he was noticeably diligent, was apprenticed to Freeman Collins, of London, the printer and publisher of a weekly newspaper. Some time after Cave became a journeyman printer he secured a position in the London post office, eking out his salary by working overtime as a printer. Having access in the post office to many country newspapers, he prepared periodical summaries of the more important news in them, which he sold to a newspaper for \$5 a week. At the age of 40, by diligence and diversification of employment he had collected a sum sufficient to purchase a small printing office, in which he immediately began The Gentleman's Magazine, in 1731, the first of the magazines, which was a success from the first issue, so that he lived the rest of his life in affluence, and left to his heirs a large fortune.

Cave was the first to apply the name magazine to a literary publication. He was from the first his own editor, publisher and printer. In the preface to the first monthly issue he refers to his project "to promote a monthly collection, to treasure up, as in a magazine, the most remarkable pieces on the subjects above mentioned." For more than a hundred years The Gentleman's Magazine maintained its literary supremacy,

and when that supremacy was disputed it continued in leadership to the end in discussing matters of antiquarian interest. Upon the death of Cave in 1754, his brother-in-law, David Henry (also a printer), became editor. In 1778 John Nichols, the eminent printer, acquired a



Edward Cave, 1691-1754.
Originator, printer and editor of "The Gentleman's Magazine," the first of all magazines, which continued from 1731 to 1912 — one hundred and

controlling interest and became editor of the magazine, continuing as such until his death in 1826. John Nichols was succeeded as printer and editor of the magazine by his son, John Bowyer Nichols, who in turn was succeeded by John Nichols' grandson, John Gough Nichols, who relinquished both the editorship and the ownership of the magazine in 1851. Thus for one hundred and fifty years this remarkable magazine was edited by printers. All these members of the Nichols family were as eminent in literature as in typography.

Cave was a resourceful editor, employing writers of talent, offering liberal prizes for the best essays, poems and epigrams. In 1738 he was so fortunate as to enlist the services of the celebrated Dr. Samuel Johnson as contributor and critic. When *The Gentleman's Magazine* was first issued no reporters were

allowed to take down parliamentary proceedings, nor was any newspaper allowed to publish them. Cave ventured to defy this prohibition. He sent employees to the public gallery of the house of parliament to take notes of the proceedings, which notes were put into the hands of an able writer who expanded them into consecutive reports. At one time Dr. Johnson rewrote these notes, and made his reports memorable by crediting to members of the parliament eloquent orations of which he was the sole author. The celebrated witty speech ascribed in history to William Pitt the Younger in reply to a sneering allusion to his youthfulness at the time he became prime minister, in which he laments the immaturity of his years and ventured to hope that he would outgrow that defect, was entirely the composition of Dr. Johnson, who was not even a witness of the episode upon which it was based. Some parliamentarians had their speeches sent to Cave, either openly or secretly, but Cave was more than once brought to the bar of parliament for issuing these His persistency exposed the absurdity of the secrecy which parliament sought to maintain, until finally the public was taken into the confidence of its representatives.

Not long since a publisher in London issued a series of about twenty large volumes of classified excerpts from *The Gentleman's Magazine*, one of which is devoted to matters relating to typography, principally historical or biographical, but sometimes technical. The magazine invariably appealed to a public educated above the average. That it was originated and so successfully carried on by men who had each served an apprenticeship to printing may well be a source of proper pride to printers.

Brun's text book, "Manuel de Typographie," Paris, 1825, has no divided words. Brun set the types himself, and changed his copy to prevent divisions. Following Brun's example a printer named Brodard, of Coulommiers, issued a book, "Petit Careme de Massillon," in 1827, without divisions. His task was harder as he could not change the copy.

"They Do These Things Better in France"

ONE striking fact of the war was the efficiency of the French nation in the manufacture of war material. France, notwithstanding its own imminent need and its larger share of fighting, excelled both its enemy and its allies in artillery and aeroplanes. Our army was almost entirely dependent on France for artillery and combat flying machines. France took comparatively little manufactured war material from us. This achievement

not received a diploma. A special diploma is awarded to those students who pass the final examinations with honor. Students who attain to sixty-five per cent of the possible total of marks are remitted two years of military service. The objective of all instruction is to provide foremen and managers for the various industries.

Boys who have secured a certificate of primary instruction in the public or private schools may enter a free national vocational school, of which there are

The cities of Paris and Lyons and a few others carry on vocational instruction under exclusive municipal control. In Paris, in the Diderot School, boys of 13 and not older than 17 are instructed in all the trades using wood and iron, steel and copper as a basis; the Bernard Palissy School instructs in fine arts applied to industry; and the Boulle School in fine furniture and cabinet mak-There is also a School of Physics and Chemistry, as well as eight schools for girls, teaching tailoring, millinery, flower making, fine lingerie, etc., in which manufactures Paris is consequently preëminent. Last, but not least of all these Parisian schools is L'Ecole Estienne (named for France's most celebrated family of printers), established in 1873, occupying magnificent quarters as pictured on this page, and teaching printing and its allied arts, lithography, binding, engraving by all methods, photography and mapmaking. In these schools tuition is free to residents of Paris, with a small fee to outsiders. Each week the instruction covers fortysix hours, from 7:45 A. M. to 6 P. M. daily, with two intermissions, one of seventy-five minutes, the other of fifteen minutes.

The nation also maintains in Paris those schools of world wide fame, the National Conservatory of Arts, the Central School of Art Manufactures, the High School for the Study of Commerce, which are entered by those youths who have distinguished themselves in the lesser schools.

Thus it is that the label "Made in France" is the invariable cachet of Quality. Perhaps in such schools as L'Ecole Estienne we may discover the cause which makes it true that the finest examples of recent printing in the Typographic Library and Museum are French. France has always honored its industries. The finest printing in France is done in the National Printing House, established in 1640; the finest porcelains are made in the National Porcelain Factory, in Sevres, established in 1756; and the finest tapestries in the National Gobelin Tapestry Factory, in Paris, established about 1450 by the Gobelins and acquired by the French nation in 1662.

Vive la France! We have so very much to learn from thee. We exist as a nation largely because of thy generosity to us through our great ambassador, Benjamin Franklin.

* * * * During our Civil War the prices of paper were higher in proportion than they are at this time. In Philadelphia in 1862 eight cents a pound was paid by the junk dealers for old books with their covers on. However, paper was paper then - not wood pulp and clay.



The Estienne Printing School in Paris.

The Estienne School of Printing of Paris was established in 1873. The building here pictured was completed in 1896. The interior is artistically decorated with emblems and pictures of typography. The furnishings are in the good taste which distinguishes the French people above all others. All processes of printing, typefounding, engraving, photography, mapmaking, platemaking and binding are taught. The arts of graphic design and modeling in clay are taught. There are a good library, a music room and a dining hall. This is a high school of printing. There are several hundred students. The school is named after the most celebrated dynasty of French printers, the scholarly, artistic and prosperous Estiennes (or Stephani).

has not astonished those who have kept in touch with the system of education in France, especially vocational education. France indisputably excels in the fine arts and fine manufactures. The world never went to France for cheap things. Germany, the great self advertising nation, captured since 1870 a large share of the world trade by imitating and cheapening. French mechanics are better instructed than are those of any other nation.

After a young Frenchman leaves the primary school, he may enter a national school of arts and trades, of which there are six - one for each major geographic section. Each school admits about three hundred students, who receive a full education in chosen subjects, as well as board and lodging, for the sum of \$120 a year, with \$20 extra for study materials; but fully three-fourths of the students are admitted on government scholarships, after competitive examinations, which cover all costs of tuition and living for the three year course. About one hundred new students enter each school each year, and the number of candidates for scholarships is usually three times as great as the number of the successful. A diploma is given to each student who passes through the three year course, and no one is permitted to represent himself as a graduate who has

seventy in France, to learn a specified trade. The attendance at each of these schools averages two hundred. Each week from nine to twelve hours are allotted to general instruction, such as French history, geography, natural history, hygiene, physics, chemistry, arithmetic, accountancy - not all in any year of the three year course; and thirtyseven hours to industrial instruction, such as workshop practice, drawing, geometry, mechanics and industrial economy. These schools are managed by the municipalities, under national supervision and subvention. These schools train the young vocationalists in the industries which predominate in each section - at Voiron, for instance, in papermaking, linen and silk weaving; at Vierzon, in iron work and art pottery. The majority of these schools were established by chambers of commerce and industrial associations. Some of them existed before vocational education was made national. The Union of Masons and Stonecutters of Paris has its school for masons, and so have the incorporated bodies of tailors and jewelers. In fine, each important industry in France has wisely for many years given its attention to maintaining a high standard of excellence among its workmen. High efficiency and prosperity are not otherwise obtainable anywhere in any country.

THE OUTLOOK OF THE PAPER MARKET*

BY H. H. REYNOLDS



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OU want to know the outlook of the paper market - will prices be higher, or lower, or stationary; will paper be plenty or scarce? I shall endeavor to give you the facts of the situation - show you the fundamental conditions - then you can judge for yourselves. What I say will bear particularly on the better grades of writing papers, as

these are the grades which I know primarily. Incidentally, of course, these facts have a bearing on the whole paper situation. As a point to start from, it should be noted that prices of fine writing papers today stand on a basis of 250 per cent to 275

per cent, figuring 1914 prices as 100 per cent.

A very careful estimate of the complete cost of the manufacture of fine paper in October, figuring each item of cost in the proportion required to make the finished product, gives us the average cost of manufacture as 308 per cent of the 1914 cost. In other words, with the selling price of paper 250 per cent to 275 per cent of the 1914 price, the cost is 308 per cent. This is significant. The selling price of these grades has not advanced as fast as costs. In the face of this fact, there is a waiting market. Why? Because certain other commodities have gone down. Because banks have limited credits, presumably with a view of reducing prices. Because people have not forgotten 1914 prices and think and talk about "getting back to normal."

Apprehension, then, in a word, is the cause of the present lull in demand—apprehension that prices will be lower. Are such apprehensions well founded? This will depend on such factors as (1) cost of manufacture, (2) supply, (3) demand, (4) volume of money and consequent purchasing

power of the public.

If the cost of manufacture plus the necessary profit has not been exceeded, then prices will not go lower. The mills have no motive to run at lower prices, because the more they run the worse off they are. If the supply is not equal to the demand, then while there may be fluctuations in buying, the trend will be upward. If the demand has been growing, while the supply has remained stationary, the trend will be upward. If the volume of money in the hands of purchasers has increased, the trend will be upward. Facts will show that the demand has increased 40 per cent to 50 per cent in the six years since 1914; that few or no fine mills have been built in this period; and that the money in circulation or credits that can be used as money have increased about eight times.

Let us look at these things in detail, for if these conditions are true, those who wait for lower prices are likely to wait a long time. Here are some actual figures of three principal, representative grades, showing mill prices of 1914, mill prices of 1920, and the percentage of 1914 prices received by the

mill today:

| 1914 Price. | 1920 Price. | 1914 Price. |
|-------------|-------------|-------------|
| 10½ cents | 29 cents | 276 |
| 131/2 cents | 36 cents | 266 |
| 18 cents | 46 cents | 255 |

Figures like these would, generally speaking, apply to all similar grades.

Now, here are some of the items of cost given for 1914, for 1018 and at the present time

| ~ | to, and at the present i | CALLEO . | | | reftentage | |
|---|--------------------------|----------|--------|---------|------------|--|
| | | 1914 | 1918 | 1920 | of 1914 | |
| | Coal | \$3.75 | \$5.85 | \$14.00 | 400 | |
| | No. 1 Linen | .08 | .21 | out of | market | |
| | No. 1 Shirt Cuttings | .05 | .121/2 | .25 | 500 | |
| | 2's and Blues | 1.75 | 5.25 | 5.75 | 328 | |
| | Sizing | .061/2 | .20 | .17 | 261 | |
| | No. 1 Bleached Sulphite | .021/4 | .06 | .08 | 355 | |
| | Bleaching Powder | .011/4 | .021/2 | .06 | 480 | |
| | Machine Tender | 3.50 | 5.60 | 7.40 | 320 | |
| | | | | | | |

*The substance of an address delivered by H. H. Reynolds, manager of sales, B. D. Rising Paper Company, Housatonic, Massachusetts, before the Poor Richard Club, Philadelphia, November 4, 1920.

In 1914 the figure was for a twelve hour day, making \$7 a day. In 1918 and 1920 for an eight hour day, making the cost at the present time \$22.20 a day against \$7, which is 320 per cent. Figures of this kind could be multiplied, but the items mentioned are the big items entering into the cost of paper, and the total costs are very significant. Costs have

risen faster than selling prices.

From the American Writing Paper Company's bulletin we "The United States Census returns for 1919 are expected to show that the net profits of fine paper manufacturers were probably under 7 per cent on the investment. Materials, wages, fuel, taxes, clerks, salesmen, and salaries used up 84 per cent of the 1919 income, and allowing for depreciation, repairs, insurance, bad debts, allowances, etc., it is probable that the net profit left was not far from 7 per cent." It is therefore plain that any reduction more than 7 per cent would leave the industry doing business at a loss.

Now, as to supply: The mills were like the farmer who didn't shingle his house when it was fair weather because he didn't need to, and when it stormed he couldn't. Before the war fine mills were not built because the industry wasn't profitable. During the war materials could not be obtained. Now they are so high that nobody dares build. Building costs are three times those before the war. With a 7 per cent yield on the prewar investment, the mills would only have a little more than 2 per cent on the capital required to reproduce the mills today. Mills have not been built. What slight increase there may have been, has come about through improving existing plants. The United States has little more mill capacity on fine papers than in 1914.

As to demand — this is a different story. The estimated increase in use of papers is about 8 per cent a year. Since 1914 this would mean about 48 per cent. This takes no account of export. Of total production 10 per cent is perhaps a fair estimate for export. This is practically all a new growth since 1914 and has to be added to the domestic increase, making some 58 per cent or more increase in demand

Now as to money and prices: Fisher says "If with a given volume of business the money of a country is doubled, prices will double." In other words, the public, broadly speaking, is always willing to buy food, clothing, luxuries, and general supplies up to its financial limit. Counting currency, federal bank issues and government securities, we have about eight times as much money as in 1914. In 1914, circulation was about \$35 per capita. Now it is about \$51. Federal bank credits figure about \$30 more per capita. The government bonds, notes and securities aggregate some \$25,000,000,000 on which as collateral \$20,000,000,000 can be borrowed at the banks or \$200 per capita. Counting these government securities at 80 per cent we thus have \$281 per capita, against \$35 in 1914; or more than eight times as much. With this buying power, prices must be high.

These factors show a supply stationary for six years or more, but a domestic demand nearly 50 per cent greater, and a foreign demand for some 10 per cent more coming from large regions which do not make writing paper and can not.

Increase in freight rates is a more considerable factor in the paper situation than has been credited. The average consumer of paper says "40 per cent increase on the old freight rate will not affect the local cost largely." He figures that this will be the freight from the mill to the market; i. e., one freight rate representing perhaps 50 cents increased 40 per cent or 20 cents a hundred. This is only a small part of it. To get a ton of paper into the hands of the public will probably require paying freight on ten tons and the consequent increase of about 40 per cent on ten freight rates. For instance, it takes from two to six tons of coal to make a ton of paper. It also takes about 2,700 pounds of rags to make a ton of paper, but these rags must have four or five freight rates paid on them before they get to the mill; i. e., cotton is shipped from the South to the cotton mill, from the cotton mill to the shirt manufacturers, from the shirt manufacturers the cuttings are shipped to the rag dealers, and from the rag dealers to the mill. Miscellaneous chemicals, machinery, etc., also enter into this. In addition, there is the freight rate from the mill to the merchant, from the merchant to the printer, and perhaps still a further rate from the printer to the consumer.

The average freight rate of 1914 may be roughly taken as 25 cents a hundred pounds. Today it will average 260 per cent of this rate or about 60 cents. Figuring ten freight rates before paper reaches the consumer, the present cost of freight alone will be \$6 a hundred, against \$2.50 on the old basis. The last freight increase has occurred since the last advance, and has therefore not been included. The same thing is true of the premium on coal of \$8 to \$10 a ton.

Coal shows a situation parallel to what may happen in writing paper. In 1918 we had a record production exceeding consumption. The spring of 1919 showed considerable stocks in the hands of dealers and consumers. The impression was, "We are getting back to normal." Buying was restricted in order to take advantage of expected lower prices. The year 1920 opened with stocks exhausted and bins empty. Then Europe, short of English coal, commenced buying, and the price rose sky high. If buying in 1919 had been normal and stocks in the spring of 1920 consequently normal, much or all of the present shortage and high prices would have been avoided.

"Getting back to normal" is a dangerous slogan. If it means getting goods at cost plus a normal profit it is all right. But if it means buying at 1914 prices, it is all wrong. That means putting labor on 1914 wages, that is to say, strikes, riots, bread lines, and industrial chaos. It means a financial crisis with mercantile failures and general disaster - a period the recovery from which would take years. It is wrong, because the world, generally speaking, with certain exceptions, is short of commodities and needs the stimulus of high prices to produce. The old 1914 prices would simply accentuate buying and consumption. Stocks already low would be taken off the market, and then would come a rebound and a scale of prices known only in Russia. With the pockets of the consumer bulging with money and 1914 prices in effect, stocks of goods would melt away and an orgy of waste would follow until they were gone. Then would come a period of famine of commodities and prices like those of Petrograd where a pair of boots costs 500 rubles and a cab fare 50.

In other words, good prices are necessary to stimulate production, build factories, and maintain labor on the present cost of living and also to keep consumption within reason and to keep from having higher prices. Speaking specifically on the fine writing paper trade, it is a grave question whether, broadly speaking, higher prices would not be to the public interest in order to stimulate the building of mills.

There is no relief in sight from European papers or materials. European exchange, with a pound Sterling at \$3.50 and marks at \$1.80, means that European goods are at a premium. An American dollar is worth \$1.40 in England; in Germany it is worth about \$13. If a German manufacturer can get 23 cents for paper priced at a mark in Germany he gets a value of thirteen marks. Now this premium has been like a pump. It produces a powerful suction to draw goods to America. If England or Germany or other countries had paper they would send it to America. Little or nothing has come. Europe has nothing to spare.

Now, while the finer papers are made of rags, the price of wood and wood papers affects them. In 1914 sulphite bond could be bought at 5 cents, and a medium rag bond at 10 cents. When sulphite goes to 18 cents, there comes a shifting toward the better grades and the demand forces up the rag market and consequently rag papers.

Here is the wood situation (the items are clipped from the bulletin of the American Forestry Association, Washington, D. C.): "We are consuming lumber three times as fast as we are producing it." "New England, self supporting in lumber twenty years ago, now has to import one-third of the amount used." "Ten years ago the United States produced its entire supply of pulp wood, but now much of it is imported. This means freight rates to be added to the purchase price." "Ten years ago the United States produced its entire news print supply—now we import two-thirds of it." "Only one-third of the newspapers issued in 1919 were printed on the product of American forests." "Much pulp wood has now to be freighted 500 miles to the mills." "We bought 1,400,000 tons of pulp wood from Canada in 1918 and the prices have advanced from \$10 a cord to as high as \$25."

Pulp manufacturers are now paying as high as \$40 to \$50 a cord. This wood situation is bad at the present time when there is no building to speak of and little new railroad or telephone construction. The total wood supplies of this country, amounting to something like 850,000,000 acres, are about twothirds exhausted and are being used up three times as fast as they grow. The wood situation, while it may fluctuate, is likely to grow worse and prices grow steadily higher as time goes by. Curtailment of use of paper would make no difference in price, for over 90 per cent of our wood is used for things other than paper. There is no probability of reduction in labor or in rags. The international coal situation, particularly if labor troubles in England continue, may make coal higher. From these considerations it looks as if the present waiting movement in the market, which is welcomed by the mills as relieving excessive pressure, will work out to bring a buying movement later and substantially higher prices than the present.

The stocks of fine paper at the mills are 4 per cent less than last year and in the merchant's warehouses are 25 per cent less. Printers' stocks are low. The volume of printers' sales up to October in 1920 averages 44 per cent greater than the 1919 average. The advertising agencies indicate more advertising in 1921 than the high record of 1920. All these things and many others indicate pressure for paper.

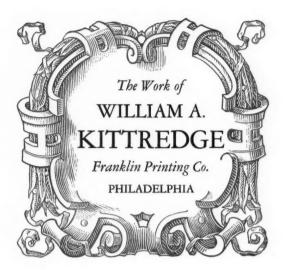
Prices of fine writing papers will not be lower, because, even should buying fall below mill capacity, the mills would not care to sell at a loss. They would take what business is offered at present rates and close. It would not pay them to stimulate the market by making prices below cost. The more they sold, the worse off they would be.

Stocks are low, the printer busy, the public using paper. Materials are advancing, labor is strong, coal is strong and may become scarce enough to shut down the mills. Costs hold prices where they are. The world can't today produce the paper it needs.

Writing paper varies in use with the volume of national trade. When a large volume of transactions are taking place the use of writing paper is large. It is an invariable rule that "when freight cars are scarce, writing paper is in demand." The "ton miles" of freight moved at the last report is 20 per cent greater this year than last.

It would have been better from the point of view of the public if profits had been higher, so that new mills could have been erected. This is evident from the fact that while the paper industry entered the war time period with large overstocks these have been gradually reduced until at the present time stocks on the part of the printer, the merchant, and the manufacturers are at low ebb and yet the mills in general are well fixed with orders.

Now, the business of the country which consists of manufacturing, jobbing, and distributing must be good for a long time to come, because stocks are generally low, people need them and have money to pay for them. Distribution will be large. To distribute large amounts of goods, large amounts of paper will be used.



Desirable effects in typography are obtained by Mr. Kittredge in the use of simple means. With good types and few ornaments he succeeds in effectively and attractively interesting the reader in message of copywriter or advertiser. Plain printing types and supplementary ornaments, such as are within the reach of every printer and advertising agency, can be made to behave as eloquent and convincing salesmen by the typographic artist of taste and discretion.

Such an artist is Mr. Kittredge, and the following pages show examples of his recent work in typography.

These specimens are taken from the average run of work of the Franklin Printing Company in Philadelphia, where Mr. Kittredge is Art Director. The Franklin Printing Company was founded in 1728 by Benjamin Franklin, and in its typography

today may be traced the influence of this celebrated printer. Caslon type is used in a bold and simple manner such as Franklin himself might have approved could he have seen these specimens.

The work of Mr. Kittredge is not confined to typography alone, and when illustration or special decoration is necessary he employs the most accomplished artists, with whom he enjoys a wide acquaintance.

It is interesting to note that the work of the Franklin Printing Company is not confined to advertising printing, for when Mr. Joseph Pennell had occasion recently to select a printer for a new edition of his book "Pen Drawing and Pen Draughtsmen" he chose the Franklin Printing Company, where this authoritative work is being entirely reprinted from Caslon type under the direction of Mr. Kittredge.

FRANKLIN PRINTING

awarded

Five Medals

AT PRINTING EXHIBITION
IN NEW YORK

1920

Second Highest
Showing

IN COMPETITION WITH

Leading Printers
of America

FRANKLIN PRINTING Co.
Founded in 1728 by Benj. Franklin
PHILADELPHIA

New York Office: 200 Fifth Avenue

BRONZE MEDAL

ADVERTISEMENTS CLASS

"Art"

A PAGE ADVERTISEMENT ABOUT
THE WORK OF
THE FRANKLIN PRINTING
COMPANY

In competition with foremost advertising agencies, as well as printers, this Company won two out of the three awards for advertisement design. The same vigorous and simple style characterized this advertisement, as it does all Franklin work. It is interesting to note that out of all exhibits from Philadelphia the Franklin Printing Company received the only awards. Is this not a convincing fact?

❖ TYPOGRAPHY BY WILLIAM A. KITTREDGE ❖

At the printing exhibition in New York four specimens receiving awards were designed by Mr. Kittredge, a record equalled by only one other designer, Mr. Cleland of New York. The two pages above are reproduced actual size from a simple folder that was used as an envelope stuffer after the exhibition

SEPTEMBER 1919

MONOTYPE

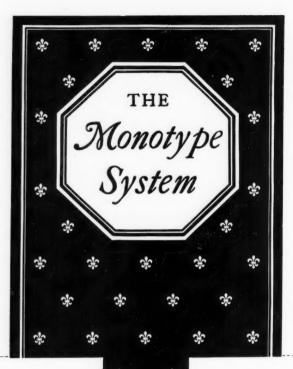
A JOURNAL
OF COMPOSING-ROOM
EFFICIENCY



PUBLISHED BY
LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

This booklet was designed for the Lanston Monotype Machine Company and is set in the new Monotype Caslon Old Style No. 337

000



*

The immense possibilities of machine composition have been demonstrated here by Mr. Kittredge in simple and pleasing style

200

COLD WEATHER TOURING COMFORTS

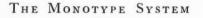
The MONOTYPE System

A Brief
Description of the
Unlimited Possibilities
of this Versatile
Type System



LANSTON
MONOTYPE MACHINE CO.

Philadelphia



PRINTERS generally are so used to thinking of the Monotype as merely a composing machine or as a type-casting machine that, in considering its usefulness to them, they figure only the amount of composition to be done or the cost of their annual type purchases. A few do think of Non-Distribution, but the great majority do not seem to realize that the Monotype is but the mechanical part of a wonderful efficiency system

3

▼ TIND AND COLD—SNOW AND SLEET—are the principal discomforting influences that attend cold weather motoring. Protect yourself against these, and you may enjoy all the invigorating delights of an old-fashioned sleigh ride with the added advantage of speed. $\label{lem:control} \label{lem:control} Up-to-date\ winter accessories\ make\ year\ around\ motoring\ not\ only\ possible\ but\ keenly\ enjoyable.$

PACKARD TONNEAU WINDSHIELD

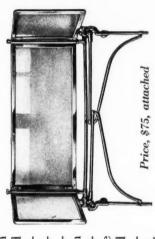
A Nexceptionally well-made tonneau shield, strong enough so constructed that it will not vibrate when the car is moving at high speed. The heavy plate glass used in its construction insures perfect vision and is in no danger of breaking. One feature of this shield is that it may be folded down and used as a table—a convenience often desired when motoring. When not in use it folds up compactly and takes the place of the robe rail. Made of heavy steel tubing, finished in nickel or black enamel as desired. The metal is copperplated before nickelling and a lasting lustre is thus assured.

ROBES

The new designs in fall and winter robes are here. An early selection will give you a much wider variety to choose from than if you delay your purchase. We carry everything from the popular steamer rug to the finest silk plushes.



Prices from \$15.00 to \$50.00



ROBE LOCK

A does not tear the fabric, and can be used for a variety of purposes. It securely locks your robes, overcoats, luggage, gloves, orwhatever you want to leave in the car. Made of case-hardened steel. Jaws open to four and one-half inches.



Price, \$1.50



ed in le

rice, \$20, attached

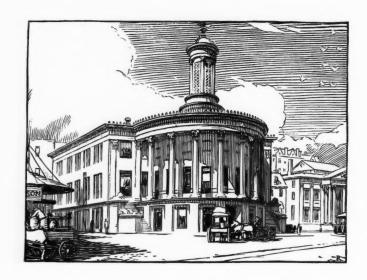
PACKARD WINDSHIELD WINGS

THIS is a new accessory designed to protect the driver and passengers from draughts that come around the corners of the windshield and to eliminate the "back lash" of cold air when driving fast. They make front curtains superfluous in a shower. Adjustable at any angle and easily attached to any windshield. Cannot rattle or work loose.



GLOVES

appreciates the comfort of gloves whose serviceable qualities are not made at the expense of appearance. We would be interested to have you compare our line and prices with that of the leading department stores.



UMBRIA

A hand-made printing paper imported from Italy particularly adapted for printing open line engravings and type. This specimen sheet is white wove, deckle edge, antique finish, size 15 x 20 inches. A ream of 500 sheets bulks about 45% inches. Carried in stock by Japan Paper Company, Boston, New York and Philadelphia. The code word is Digum. The engraving above of the Old Maritime Exchange in Philadelphia was done on wood by Rudolph Ruzicka.



BY I. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

WILL IT GET ITSELF READ?

This question regarding every type design—especially those that are prepared particularly for advertising purposes—ought to be asked before the first proof is passed, yes, better still, before the designer, whether laying it out on paper or setting it in his stick, has turned a hand on its actual production. Will it get itself read? The answer is that it will be read if it looks interesting—and, especially, if it looks easy to read. Without the last quality it can not look interesting.

Unfortunately, however, type display is to be seen on every hand which gives one the impression that it was intended to satisfy only one person, and that particular person the writer, designer or compositor under whose hand it came into being. Then, there is more which gives one the impression that it came into existence at the hands of some one who had no interest or love in it, as if it just happened, like Topsyorphans hopelessly handicapped at the very start, sent out into the world of publicity, where competition for eyes and minds becomes keener every day.

If type display is to prove successful in advertising - to get itself read - it must first of all give the reader the impression that it is easy to read, that the act of reading will not require special effort, that its assimilation will not prove a difficult task for eyes and brain. Quite naturally the first essential in giving the effect of brevity in type display is that the copy itself be brief, that it contain the fewest possible number of words required to convey the information. After that and here is where the typographer assumes a position of responsibility and importance it must be made to look as brief as possible by being made to look easy to read. In that particular respect it is surprising what a difference there is between type faces, and, more surprising perhaps, what the skilful and thoughtful typographer can do by clever handling after a good choice of type face, based on legibility, has been made.

While looking over a copy of *Printers' Ink*—to the advertising man what The Inland Printer has always endeavored to be to the printer, the collector and distributor of the best ideas in the craft—the editor of this department came across

the page advertisement for The Chicago Evening Post, of which Fig. 1 is a very slight reduction. As an example of advertising display, this advertisement gives one the impression that no thought was given to legibility, especially to those who think of type as something to be read with ease, to convey thoughts from the writer, the advertiser, to the reader clearly and forcibly. Can it even be hoped that this advertisement will get itself read by as many as one out of every hundred of the readers of this great magazine? Frankly, it is stretching a point to concede it that much of a hearing. Then legible types and good typography do have a bearing on the efficiency of advertising - assuredly so. when illegible types in bad typography can virtually reduce the circulation of the publication bearing such advertising.

As we study this advertisement we note, first, that there is entirely too much copy for the space - no effort at brevity in writing seems to have been made; in the second place, the compositor or the designer who dictated the type selection and the layout, and who therefore assumed the responsibility, made it appear to the worst possible advantage, made it look longer than it is. by choosing a type face that looks to be and actually is difficult to read. We who are

Quantity or Quality Circulation?

The greater number of newspapers in the advertising of their own product—newspaper space—seem to lay particular stress upon the quantity of their circulation. A very good argument, if a newspaper's circulation has other things to represent it besides quantity.

In most instances, however, there is not a word about the quality or buying ability of their circulation; quantity circulation, that is the beginning and the end—the entirety of their argument.

To our mind, mere bulk of circulation is not a good selling argument; quantity in itself means nothing; it is what it represents that counts.

In this connection we wish to make two statements: First, The Chicago Evening Post claims no largest circulation; second, The Chicago Evening Post does claim a class circulation.

By class we do not mean either the ultra rich or the essentially highbrow. By class we do mean people who have the quality habit, whether they are purchasing gladsome raiment or shoestrings or newspapers, and who are financially able to satisfy that habit.

They are sensible, comfortably situated people who appreciate the better things of life; with them quality comes first, and while no one is averse to saving, the price with them is a secondary consideration.

These are the type of customers the high-grade merchant likes to see in his store; their patronage is always welcome.

They are financially able to purchase goods of the better class, and that is the only kind they do purchase.

In figuring the ratio of readers to a newspaper we are extremely modest in our claim of over one hundred thousand daily readers of this class.

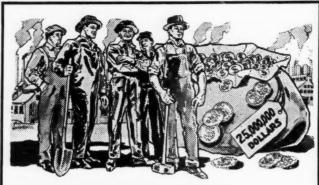
The class of advertisers one sees in the columns of The Chicago Evening Post tells the story of our type of readers better than any language of ours.

Think what it would mean to reach one hundred thousand of these people daily with the story of your sales offerings! You can do so only in their favorite paper—

The Chicago Evening Post

One of the Shaffer Group of Newspapers

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York. Western Representative: John Glass, Peoples Gas Building, Chicago.



Twenty-Five Million Dollars Terre Haute's Annual Pay Roll

Twenty-five million dollars is the amount spent yearly by the working population of Terre Haute, of which a large proportion is spent for nationally advertised goods.

Terre Haute and the Wabash Valley Empire, because of its great natural resources in coal, oil and agriculture, and because of its industrial and high wage conditions, has become one of the richest of markets for the national advertiser.

The Wabash Valley Empire has all things that make for prosperity: Rich farm lands, coal and oil fields, manufacturing and unexcelled transportation facilities.

Those who would know more of this rich section, and this means all national advertisers, should send for the complete analysis of the Wabash Valley Empire which has been prepared by the Terre Haute Star, the dominating newspaper of this section.

The Terre Haute Star, The Muncie Star, and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co. Marbridge Building, New York

Western Representative—John Glass Peoples Gas Building, Chicago

THE SHAFFER GROUP

Indianapolis Star Louisville Herald Rocky Mountain News Terre Haute Star Muncie Star Chicago Evening Post Denver Times

Fig. 2

engaged in the work of designing type display for advertising purposes must always keep in mind the fact that normal, light face roman lower case letters are the most easily read of all styles of type. We must remember always that the act of reading is made more difficult as the letters increase in boldness and as their design and construction change from that standard of legibility, normal light face roman lower case. We must never forget that small letters are more difficult to read than large letters. When, therefore, we reach an italic that is as bold as Cheltenham, and in such a small size as is found in this advertisement, we have placed almost insurmountable difficulties in front of the advertisement, for we have placed it before the reader who simply will not go to the trouble of reading it.

In order to make a comparison we went through copy after copy of the same excellent publication in our search for another advertisement containing as many words in the body as there are in Fig. 1, set in the same illegible style and size of type. Our quest was unsuccessful. This was encouraging, as it seemed to show that other advertisers whose copy was not as brief as it ought to be saved the situation, in part at least, by

the use of legible styles, if not legible sizes, of type. It seemed to show that the advertisers who recognize the value of brevity as a rule also recognize the value of the appearance of brevity which good use of legible type styles provides. We did find another advertisement (Fig. 2), which, although more brief, was set in the same small bold italic letter, and we did find another advertisement containing about the same number of words in the body, except that there are more of them, in which there is evidence that the designer or compositor is one of those who recognize the importance of making "copy" appear as short as possible by the intelligent selection and use of type (Fig. 3). If you want to go to the trouble of counting the words in each of these advertisements you will find that there are more in the body of Fig. 3 than there are in the body of Fig. 2. Nevertheless, and it is a good point to make a note of, the block of body type is approximately the same size in each of them. (Many letter styles are space fillers rather than being legible; they are not larger where size counts for legibility.) The block of type is slightly deeper in the last named example, but it is enough wider in the first named to make the area of the two almost identical. The signature, it is quite plain and true, takes up more space in Fig. 2 than in Fig. 3, but, on the other hand, the illustration at the top of Fig. 3 takes up enough more space than the one at the top of Fig. 2 to strike a balance all the way through.

It is quite possible that the designers of Fig. 1 and Fig. 2 will defend their choice of type for the body on

Springfield, Mass.

The Third City in Massachusetts

By the 1910 census figures Springfield, Mass., was eighth in the state in population. By the 1920 figures it gained 40,412 or 45.4% and passed Lynn, Lowell, New Bedford, Fall River and Cambridge, all growing cities, making it the THIRD CITY IN THE STATE IN POPULA-TION. It is a city of diversified industries.

Reach it through the

Springfield Republican and The Daily News

Circulation over 50,000

the ground that it was dictated by a desire for distinction in appearance, that they wanted something different from the other advertisements in the paper in order to attract attention, "Distinction, of course, has great value in attracting attention, especially on the page of a newspaper where a number of advertisements are in competition for the eyes of the skimming readers, now in the great majority. Can there, however, be distinction of value worth mentioning in that which in the first place is displeasing. and in type display that is displeasing and that gives every impression of being difficult to read? There are innumerable possibilities for distinction within the bounds of good taste, and with type faces that are inviting to the eye because of the beauty of their design, and that are legible, as will be shown later.

In addition to the use of type faces that are not attractive and that are not easy to read there are other conditions that exert an influence in making type display look to be, and be, difficult to read. Among these are the quite too common practices of using too many different styles of type, of making too many and too frequent changes from one style to another, and of emphasizing too many lines in the display. Fig. 4 is an example which, by no means a "horrible" one, demonstrates how an advertisement may be made to look difficult to read, not alone because of the use of types that are hard to read, but also because there too many different styles of type and because too many lines and words are

George Creel

and every other publicity man knows that millions of dollars are wasted annually because copy—good copy—the best that money can buy is not intelligently placed.

And you know, too, that most of the splendid ads prepared by expert writers and illustrated by skilled artists are

All Wasted-All Lost

on millions of readers who might see and read them if they were more scientifically displayed.

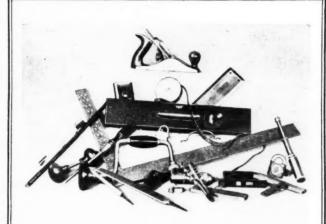
Some of your money is going this way unless you learn how to insure the greatest possible advantage in the position you select for the message you would give the reader.

Save Cost and Increase Returns

The editor of one of our National Monthly Magazines has devised a system of publicity service that will yield a greater return on your present appropriation, thus saving the cost represented by waste. He has written a little book in which he shows how the system can be applied. The edition is limited to 800 copies.

A copy will be sent without cost to the advertising manager of any firm whose advertising appears in any of the National Monthlies or Weeklies. But hurry before the edition runs out. Simply write

> F. W. HARVEY, JR. 180 North Wabash Avenue Chicago, Ill.



Opportunity Beckons from the Mid-West

ST. LOUIS, one of the largest hardware markets in the United States, needs plants for the manufacture of small hardware, fine tools, machine tools and tool machinery. Most of these products to supply the great St. Louis trade territory must now be bought in the East. The sale of hardware and kindred lines in St. Louis last year was approximately \$102,000,000. Much of the raw material is shipped from the Mississippi Valley, manufactured in the East, and the finished product again shipped back to St. Louis.

There is no good reason for this take-it-there-andbring-it-back haul. A Mid-West factory in St. Louis would have an immense local outlet and could economically distribute in all directions to the markets of the Mississippi Valley, South, Southwest, Middle West and Far West.

A ready market is assured. Splendid opportunities in this field await enterprising men of practical experience and ample capital. You will be interested in the booklet, "St. Louis as a Manufacturing Center." It goes into detail. A letter will bring it. Address

New Industries Bureau

St. Louis Chamber of Commerce St. Louis, U. S. A.

Fig. 3.

emphasized therein. Occupying, as this particular advertisement did, a full page in a magazine where it could not be considered in competition—at least, direct—with other displays, the value and desirability of distinction are, in the first place, greatly lessened. No inference should be drawn from this statement that the writer considers Fig. 4 distinctive, for most assuredly it is not. We must always remember, allow us to repeat, that distinction without common beauty and attractiveness of effect is not worthy of the name.

Contrast Fig. 4 with Fig. 5, which, although by no means the same type of advertisement, and although by no means a work of art, looks measurably easier to read than Fig. 4. Contemplating the reading of these two advertisements if placed side by side, one would never stop to think that Fig. 5 contains two or three times the number of words that there are in Fig. 4, simply because it looks easier to read. It is not "flossy" in any sense of the word; the display type in use is not a beautiful one largely because of its extended shape and bold character, but the advertisement is a remarkably legible and forcible one. The



Bertsch & Cooper

Automobile and aeroplane, steamship and sailing yacht-in each of these beauty has been achieved through constantly striving for mechanical perfection.

So Art, and particularly the art of the Illustrator, is being developed and enriched through its association with Commerce.

Not the least of our grounds for pride in the work of our Illustrators lies in the fact that while they are co-operating with our Designers, Letterers and Typographers in the production of complete advertisements, they are at the same time producing pictures which are winning the commendation of those who judge by purely "artistic" standards.

> 59 EAST VAN BUREN STREET CHICAGO



Much of the great art of the past was produced by talented artists working together in guilds and groups. The best commercial art of the present day is being produced under similar conditions. We employ many great individual artists and the work each produces is better because of group enthusiasm, friendly cooperation and mutual inspiration.

> ILLUSTRATION · DESIGN LETTERING . TYPOGRAPHY

BUNDSCHO

blows away the old tradition about "printers' delay." There are probably some things Bundscho cannot do in the matter of being on time, but he hasn't encountered any of them vet. There always seems to be another link to let out, and a reserve of loyalty among his men to call upon, that puts things through.



J. M. Bundscho, Advertising Typographer Fifty-eight E CHICAGO

tion, all the legible and beautiful types available to the designer

point we want to bring out is that it looks as though the designer was thinking of the readers of Printers' Ink, of how of advertising or other type display are not represented in these

he could get their attention, rather than of some personal ideas valuable only as they gratified his own whims and fancies

As stated previously, there are opportunities in great number for obtaining effects of distinction with type faces that are beautiful and legible. A beautiful type face - and beautiful type faces are necessarily legible because beauty in that respect depends in part upon simplicity of line - must be the foundation.

Let us see, then, how some of the notable advertising composition houses, which cater to high class display work, advertise their talents (Figs. 6, 7, 8 and 9). The essence of all four of these advertisements is simplicity. The type faces used are exceptionally legible and beautiful at the same time; yet it will be seen that all four of them have a different look; each has a large measure of distinction within good taste. Furthermore, and here is another reason why the choice of such a type as was used in the body of Fig. 1 and Fig. 2 can not be justified on the ground of providing an effect of distinc-

Some speak of beauty in typography Others speak of quality printing We speak of these two-and something else



BEAUTIFUL piece of typog-A BEAUTIFUL piece of typo raphy in an advertisement like a beautiful illustration, attract the eye. A page of type skilfully laid out and with exquisite balance creates for the product an atmosphere of quality and desirableness

But creation of a beautiful page is not the purpose of advertising.

We try to do fine printing. We try to bring beauty to our finished product because we know that beauty may subserve the ends of advertising.

But we are most interested in setting before our clients an advertisement with clear, vivid typography which gets the message across quickly and

coaxes the reader down through the mass of copy upon which ately the advertiser must rely to sell his goods.

For that, after all, is what typography must do. And it requires a different and perhaps greater skill to set an advertisement which is effective a selling force than to set one which is merely beautiful.

The Typographic Service Company is first, last and always a printing service for advertisers. It never sacrifices advertising effectiveness to abstract beauty. It strives after this beauty but insists always that it be subordinate to the main purpose of the advertisement.

nning shortly to equip another plant. We shall be glad angements with new clients for special printing service.

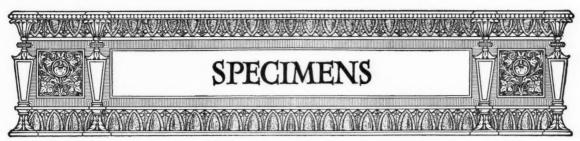
THE TYPOGRAPHIC SERVICE COMPANY . 141 Madison Avenue, New York Madison Square 3620

four advertisements. There remain Cloister Old Style, which holds its own with Caslon and Kennerley, as well as others, which, although not as beautiful as those mentioned, are attractive just the same and legible in a high degree.

The attractiveness of the three advertisements (Figs. 6, 7 and 8) is such that mere name display is sufficient; it is not necessary to depend on a headline of an interesting nature to obtain attention.

Of course you will say the copy in all of these displays is brief and that they are not to be classed with the advertisement which is the foundation of this discussion. Very good, but we are not showing them for that reason - we are showing them to demonstrate that ample opportunity for distinction in display where it is considered essential is obtainable within good taste and with type faces that are beautiful and legible. That more matter may be handled as attractively and with an equal measure of distinction is shown by Fig. 9.

Type display must be efficient, and to be efficient legibility is the first essential.



BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

W. L. ROUNDTREE, Tallulah, Louisiana,letterhead for *The Madison Journal* is dignified, distinctive and effective.

A. WILLIAM FEWKES, Bayonne, New Jersey.— Specimens are excellent, good taste being exercised in the selection and use of types and in the colors used in printing.

ADAM DEPHILLIPS, Cleveland, Ohio.

ADAM DEPHILIPS, Cleveland, Ohio.— Display is strong and effective; arrangement simple, distinctive and forceful; in all respects your typography is of a good standard.

GEORGE W. Kinnard, Pittsburgh, Pennsylvania.—All your specimens are neat, well designed, legible and forcibly displayed. Harmony of type and decoration is characteristic of them all.

EDW. A. MILLER, New York city.— The booklet for Goethals, Wells & Co. is unique, yet it is refined and dignified and wholly suited to the professional advertising of industrial engineers.

Herbert C. Bradley, Jr., Montclair, New Jersey.— Most of the simple specimens are in good taste. The address is too large on the letterhead for M. D. Cannon & Co., and the word "Manufacturers" is too small. Spacing, we note, is often too wide between words.

THE JEFFREY MANUFACTURING COMPANY, Columbus, Ohio.—The booklet, "Jeffrey Mine Locomotives," is handsomely designed and exceptionally well printed. It will impress every recipient and will carry a good impression of the product, as well as of the company issuing it.

A. E. BALDWIN, Denver, Colorado.— The McMurtry Mixer is in all respects a fine little house. organ, especially commendable being the presswork on the halftones, quite exceptional in this class of work. Typography is in an interesting style, giving the paper a large measure of distinction.

the paper a large measure of distinction.

W. R. SMITH & PATERSON, LIMITED, Brisbane,
Australia.—The booklet, "Good Printing," is well
executed throughout, especially the presswork. The
cover is of a striking and interesting design, while
the colors — white, black and light gray — make a
pleasing effect on the gray brown stock used.

WALTER J. HENRICH, Brooklyn, New York.—Of
the three positions for the circle line in twelve point.

WALTER J. HENRICH, BYOOKIYIN, New YOR.— OIT the three positions for the single line in twelve point small caps of Caslon on the letterhead for Conrad Andrew Loehner we prefer the one having the largest top margin, one inch, as the other two with margins of one-half and three-fourths of an inch seem crowded at the top.

JOSEPH ASMPSON, Denver, Colorado.—We agree with you, the cover for the booklet "Waugh '90' Drills" is not up to the standard of the text, which is given original and interesting treatment quite unusual in booklets on mechanical subjects. The

unusual in booklets on mechanical subjects. The trade paper advertisements are satisfactory, though not unusual in any sense.

E. W. Rettew, Reading, Pennsylvania.—The cover of the menu and program for the Pursell Agency Meeting is very attractive indeed. The inside pages should have been printed on white or on a light tint of green stock so that the printing would be more legible. The small type in gold ink on the very dark green stock is difficult to read.

ink on the very dark green stock is difficult to read.

John J. Cahill, Denver, Colorado.— The booklet you have prepared for the McFarland Auto
Company of your city, "An Old Firm and Its New
Home," is rich looking, artistic and impressive. Its
suggests quality in a high degree. The cover is
particularly handsome, and we regret the colors of
stock and ink are such that satisfactory reproduction is impossible. tion is impossible.

GEORGE O. KINDELBERGER, Wheeling, West Virginia.—We have always considered Safety Hints one of the most interesting and best printed internal house-organs published. There is not a thing about

the October issue to merit the least adverse criti-

the October issue to merit the least adverse criticism, which means the least fault finding, for there is nothing about it that we would change. The cover design is clever, although we wonder if there are not a great many workmen in your plants who will not understand it.

DURYEA PRINTING COMPANY, New York city.—Your hide need not be thick to withstand any faults we are going to point out in your work. The specimens sent us are excellent, exceptional taste being manifested in all features, especially typography. The letterheads for Devine Letter Service and Devine Sales Service are interesting and dignified at the same time. They are pleasing, too, because of the refined and beautiful face of type used, Caslon Old Style, and because of the printing in gray ink Old Style, and because of the printing in gray ink

on gray stock, always an inviting combination to on gray stock, always an inviting combination to the eye. The package label is excellent and the series of blotters is remarkable for the sustained excellence throughout the series. One of them is reproduced. Now, does this take the hide off you? Tell us, what did you think was seriously wrong with the specimens?

THE RONALDS PRESS, Montreal, Canada.—The name Ronalds, we have long since learned, is significant of the finest in direct advertising, which means that the printing is invariably of high grade. This applies to the latest collection received.

means that the printing is invariably of high grader.

This applies to the latest collection received.

Howard Hannegan, McKeesport, Pennsylvania.

— Composition and display on the specimens you have sent us are good. They are thoroughly satisfactory, especially because they are of a kind that does not require elaborate color treatment and the finest of papers.

finest of papers.

L. A. Brayerman, Toledo, Ohio.—"American Bottles, Old and New" is handsome. Typography, paper, inks — both quality and colors — presswork and binding combine to form a product that is a feast to the eyes of any lover of fine printing and bookmaking. The effect is quality all the way through, and it is refined and dignified without being the least conventional or cold.

Edward C. Schubert, Detroit, Michigan.—The folder for The Anchor Press, "Hasten Slowly." is a handsome piece of work in all respects. It shows plainly that it comes from a high class house, and, as such, ought to win many good customers. Surely

plainly that it comes from a high class house, and, as such, ought to win many good customers. Surely we want to see more of your work, enough, in fact, if it is of equal quality, to make a six page showing in our regular specimen insert.

Morris Reiss, New York city.— Glad to see you back; yes, we missed your contributions. Here's hoping the length of your siege of ill health will be multiplied many times by the period of good health you deserve. We note no falling off in the quality of Reiss printing. There are sometimes too many capitals for the sake of legibility, yet the beauty of effect is there just the same.

MILWAUKEE PRINTING COMPANY, Milwaukee,

MILWAUKEE PRINTING COMPANY, Milwaukee, Wisconsin.—Your letterhead is one of the most handsome illustrated headings we have examined in many months. There are those, however, who would question the appropriateness of the illustration used. From the standpoint of workmanship and general effect there is nothing whatever that we can see to warrant an adverse criticism. Colors are excep-

warrant an adverse criticism. Colors are exceptionally pleasing.

C. E. Wilson, General Service Schools, Fort Leavenworth, Kansas.—The menu for the 1919 Thanksgiving Dinner is delightfully pleasing and attractive. The green used is just the right color for the rules and ornament. No better choice could have been made. As a matter of fact, all the specimens you have sent us are of excellent quality. Another exceptional piece is the circular for the book, "General Tactical Functions of Larger Units."

S. D. Warden Couplant Roston, Massachus-

book, "General Tactical Functions of Larger Units."

S. D. WARREN COMPANY, Boston, Massachusetts.— Your papers are shown to excellent advantage by the fine specimens of printing and advertising for which they have been used by different printers. The advantages to the printer of being able to see papers in actual use for work for which they are best suited is great. Inversely, of course, the fine papers do their part, and it is indeed a large water in reaking the completed product merit large part, in making the completed product merit

e term fine printing.
WILFRED F. G. HUGHES, Regina, Saskatchewan The letterhead for Grose & Rowcliffe is striking, effective, interesting and also quite pleasing. In the interest of order we think the name of the firm should be at the left of the illustration and the matter on the left should be at the right side. The cover design, "Leader Service," is too complex



One of a series of interesting blotters sent in by the Duryea Printing Company, New York city. Stock, tan; border and background of initial printed in gray; initial "L" and word "Printing" in signature in deep brown; type matter and decora-tion of initial block in black. The combination of colors is very neat in the original.



In the GREEK THEATRE

At the Vnivertity of California Berkeley, California Saturday Morning & Evening, Sept. 18 4 1920

The First Part of Henry the Fourth with the Life and Death of HENRY sirnamed HOT-SPVRRE.

Written by W. Shakefpeare, Gent.

ACTORS NAMES

| ING Heavy the Fourth | | Hotspurre (Harry Percie) Samuel I. Hume | | | |
|---------------------------------|-------------------------|---|-----------------------|--|--|
| M K | Morris Ankrum | Lord Mortimer | Albert C. Lee | | |
| Prince Henry of VVales | | Ovven Glendower | Syrus Friedman | | |
| | Irving Pichel | | Donald Gilles | | |
| Lord Iohn of Lancaster | Bernard Martin | Sir Richard Vernon | Richard Onions | | |
| Earl of VVeftmerland | Donald Wright | | Madora Irwin | | |
| Sir Walter Blunt | Fred Cohn | Lady Mortimer | Mildred Esterbrook | | |
| Sir Iohn Falfeaffe Gilmor Brown | | Hostesse (Mistresse Quickly) Florence Randall | | | |
| Poines | VV alter Plunkett | Carrier ? | | | |
| Gads-hill | Hallett Hammett | Traueller } | R. S. Marquess | | |
| Peto | Abe Horwitz | Seruent | Edwin S. Leonard, Jr. | | |
| Bardolph | Loyd Corrigan | Dravver (Francis) | Robert E. Hutton | | |
| Earl of Northumberland | Richard Onions | Vintner | VVilliam Onions | | |
| Earle of VVorcester | Baldwin McGaw | Sherife | Henrie C. C. Stevens | | |
| Э | Ceffengers, travellers, | attendants & foldeirs | | | |

The play produced under the general direction of Semuel I. Hums, Irving Pichel & Frederic McConnell. Collumes defined by Norman Edwards and executed by Constance M. Randall. Colour and stage setting by Rudolph Schaefer. Properties defined and executed by Isanes Hull, Allishan stage manager, George Tays. The Play-bill printed by H. S. Crocker Company, Incorporated; the typography defined and supervised by Porter Garnett; the types fet by R. I. Orezco.

For the presentation of a Shakespearian drama at the famous Greek Theatre of the University of California, Berkeley, the H. S. Crocker Company, Incorporated, San Francisco, designed and produced this program which has just the right "atmosphere" for the play. Printed on rough hand made stock.

lence of design, typography, etc. The booklet for the Arena Garage is particularly high class, but to single out one example from such a uniformly high grade collection is a mistake, as others equally good may appeal more strongly to others.

may appeal more strongly to others.

Grant L. Kellogg, Santa Rosa, California.—
There is no rule of type display which prohibits printing the date line on a poster in two colors, as is done in the card for the U. C. and I. C. dance poster. The style there followed of printing the day and month in blue and the date in red, and in larger size, has been followed frequently on this class of work. The preference of the writer, like your own, is for the entire date in one color, but the writer's opinion is not law, and, in a publicity sense, any expedient that adds force to display through distinction is meritorious.

Joe W. Short, The Mortimer Company, Ottawa, Ontario.—The Mortimer imprint continues to grace the finest grade of printing and lithography. Excellent art and illustration, remarkable engraving, and

the linest grade of printing and littlography. Excel-lent art and illustration, remarkable engraving, and clean cut, readable and pleasing typography are shown to best possible advantage by as near perfect presswork as one is likely to see. The "Riordan" and "Martin-Orme" booklets stand out particu-larly, although to single them out for special men-tion is more or less of an affront to other fine speci-tome in the collection could! benderne sizes if mens in the collection, equally handsome, even if a little less impressive.

George L. Bargen, Mountain Lake, Minnesota.

George L. Bargen, Mountain Lake, Minnesota.

— The general arrangement of the two page poster for Schroeder & Hiebert is very good. Fault may be found with the strength of the display, which is quite generally too weak, considering the size of the sheet and the nature of the advertising — a bargain sale poster. This applies quite decidedly to the main heading, less to the sectional or department headings. Large prices, two or three line, are desirable on posters of this sort, as emphasized prices suggest low prices, one of the desirable impressions to be conveyed by advertising of special sales.

pressions to be conveyed by advertising of special sales.

Herry Braxton, The Arbor Press, New York city.—The broadside, "To the Manufacturers of Connecticut," scores because of simplicity, legibility and the beauty of the type faces used. Size of sheet and size of type provide all the strength desirable. Our only suggestion for improving the appearance of this already attractive piece is to center the lines of the heading, eliminate the hyphens and the rules at the top, which are printed in red, center the signature, and place a small spot of decoration above the signature in order to add a little more color, desirable with the removal of the red units at the top.

H. A. Warner, Monitor, Alberta.—The stationery is not bad, but it is not in the least exceptional. The statement would be satisfactory in design were it not for the imitation lithographed decorative tint background and if the type were printed with more ink and impression to make it snappier. It is too pale and weak as printed. The business card is perhaps the best of the lot, the only

snappier. It is too pale and weak as printed. The business card is perhaps the best of the lot, the only faults in it being the fact that the central type group is placed too low and the address is too small. The envelope design does not hold together as well as it should, yet there is nothing offensive about it. The letterhead is good, though the name group and the group below are too nearly the same width. The type of the lower group should be

and ornate. Fewer ornaments and rules and stronger type, especially for the title—in general, greater simplicity—would result in marked improvement. H. S. CROCKER CO., INCORPORATED, San Francisco, California.—The program for the presentation of "The First Part of Henry the Fourth" in the Greek Theatre, Berkeley, done in old style similar to the typography of the period, and like that of Colonial times in America, is an achievement of which you may feel proud. The design is reproduced in miniature herewith, but it does scant justice to the original, on a sheet of hand made paper 9 by 13 inches in size.

NED P. KEYS, Chicago, Illinois.—The photographer's cards and envelope stuffers are designed in a most characterful manner and are unique and striking. Wholly different from what one is accustomed to seeing in this line, they possess exceptional

tomed to seeing in this line, they possess exceptional attractive value. It must keep you hustling to get new and different ideas. Two examples are

THE STERLING PRINTING SERVICE, Montreal, Quebec.—"Remarkably fine," expresses our opinion of the specimens you have sent in for review. Display in all cases is forceful, yet there is that air of refine-ment and quality that adds to the forcefulness. Presswork is in thorough keeping with the excelTHE SMART UP-TO-DATE Petite Portrait

Florence

Ned P. Keys, with Sleepeck-Helman Printing Company, Chicago, designs clever counter and show case cards like this for a local photographer. In distinction and attractive power they are wholly out of the ordinary. Original in deep green and orange on India tint card stock.

smaller and drawn closer to the cut so that the name group would extend beyond it on both sides. The groups should also be brought closer together. The types do not have prepared.

The groups should also be brought closer together. The types do not harmonize.

The Ravenna Republican, Ravenña, Ohio.—If the advertisement sent us is characteristic of the entire series you have prepared for The County Savings and Loan Company you may feel gratified in having accomplished some very notable and effective bank publicity. We can readily imagine such advertising will develop a great amount of new business for that institution. When an advertise in one line of business in a community does something unusual such as this series of page bank advertisements, results can be depended upon almost with certainty.

OTTO VOLMERHAUS, Baltimore, Maryland.—Of the three arrangements of the J. Natwick & Co. letterhead we like best the one set entirely in Caslon. We do not like the one on which the outside groups are squared up so well as the two which are naturally arranged. The circular, "Announcement of School Roll Call," herewith reproduced, is very handsome. The rich typography of the page and the one spot of brilliant red make a wholly pleasing effect in a form of a kind which it is all too frequently assumed does not lend itself to attractive treatment. Another interesting specimen is also shown in miniature on the next page. All the specimens score high.

also shown in miniature on the next page. All the specimens score high.

Several large catalogues have been received from Albert Pick & Co., Chicago, each covering a different line of the company's products. They emphasize quality and high grade merchandise, as no care or expense has been spared in making them as fine as possible. The smaller books have illustrative covers printed in colors and are very attractive indeed. The larger of the collection, and a whopper at that, page size 17 by 11 inches, has a cover of blue Sunburst stock, the lettered design of which is printed in gold and heavily embossed. It is handsome to the "nth" degree. Fine presswork on big halftone engravings is the predominant good feature of the workmarship.

of the workmanship.

Western Dry Goods Company, Seattle, Washington.—Seldom is so large a catalogue as yours so well designed and printed. The expense of printing a large catalogue is necessarily great. Savings by cheapening may be great, and, of course, there is all the inducement in the world to put it through the printer's hands cheaply. When a large catalogue is done as well as yours is, and the bill paid, it must be a source of great satisfaction. Wherever such a book goes it will give your house a reputation that amounts to far more than any saving through cheapening could amount to. Typography is clean, interesting and readable, design is good,

One of our Newest Portraits

THE La Salle



Another clever counter card designed by Ned P. Keys, with Sleepeck-Helman Printing Company.

ANNOUNCEMENT of SCHOOL ROLL CALL

JUNIOR RED CROSS (1920-1921)



NROLLMENT and re-enrollment of schools in the Junior Red Cross will commence with the opening of the fall term, and it is hoped that the present message of the Red Cross, will have reached every schoolroom in the country, even the most remote, by the date set for the close of the Senior Roll Call, November 25th.

In launching the new program of Civic Training through Service, the Junior Red Cross comes to the schools with an outline of activities and classroom helps intended to add life, inspiration, and reality the work of the school and also to give opportunity for the boys and girls of today, the men and women of tomorrow, to experience the joy and delight, and, to some extent, the responsibility of their present privileges and obligations as citizens.

The call is the call of Service; first, in the interest of the child next door—those everyday situations here at home that handicap and mar; and, second, for the relief of conditions that are blighting the lives of the helpless and homeless in distant lands.

In these great humanitarian projects, every school should be enlisted, every boy and girl should feel and do his part. There is no individual membership fee to exclude anyone; the obligation of the child is far greater—it is the obligation of service. The membership fee for the school is nominal—subscription to the Junior Red Cross News, one for each room in the school system. Further than this, the financial obligation of the school as a group is measured only by its feeling of responsibility and its ability to share in the Junior Red Cross Fund, which is used in the alleviation of untoward conditions affecting child-life at home and abroad

May we not on this new financial basis, with a program of opportunity shot through with intense human interest and fraught with possibilities unlimited for developing among young Americans a higher type of citizenship—may we not this year give ourselves unreservedly to the task of linking up in the Junior Red Cross every school in our territory, every boy and every girl; all in the one common purpose—Service, with the one common thought—Others?

Rich typography and a single strong spot of color make this page decidedly attractive. By Otto Volmerhaus, with the Munder-Thomsen Press, Baltimore, Maryland.

and presswork is excellent. The merchandise, as well as the house, is made to appear high grade by the appearance of the catalogue. Supplements are up to the high standard of the master catalogue. Our compliments again.

logue. Our compliments again.

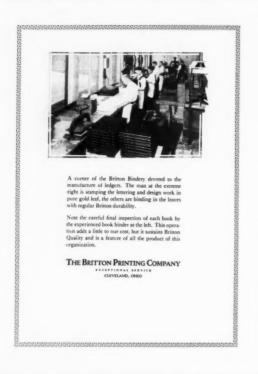
R. C. Sheridan, Baltimore, Maryland.—The only difference we see between the card for the Merchants and Miners Transportation Company printed by you and the original layout is that you have displayed the name of the company at the bottom, whereas in the original it was "run in" the last paragraph of the body. Frankly, we consider that the mere display of the signature does not add greatly to the publicity effectiveness of the card, although this display is usual. The message, as the main display states, is to point out a way "From Norfolk to New England" and, if attention is secured through that, the name of the carrier will be gotten in the text. It is splitting hairs to make a decision between the two setups.

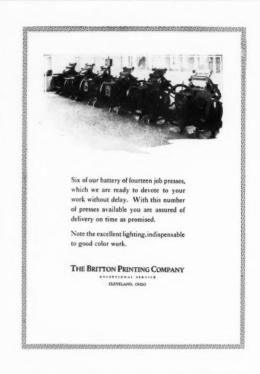
to make a decision between the two setups.

O. K. Wissone PRINT SHOP, Spokane, Washington.—On the business card we would prefer to see the trade mark device printed in a tint of blue. With three primary colors in the design—red, yellow and blue—the effect is quite bizarre. If you will try this out when you reprint the card we are sure you will find beauty enhanced without the least loss of effectiveness, if indeed bold and bizarre color combinations may be called effective just be-

cause they are strong. The blotter is too decorative, and, while the yellow is more pleasing because outlined with black, there is a suggestion of the bizarre and of cheapness, although to a lesser extent than on the business card. Display and arrangement, as on the card, are very good, although we regret it was necessary to use so many different styles of type.

The Farmersville Times, Farmersville, Texas.—
"The Eagle," a school annual, is not well handled from the standpoint of printing and typography. The cover design is scarcely discernible at most angles of vision, the gold—weak and dull—failing to show up on the dark brown stock. Instead of using gold ink, which is generally undependable, you should have printed the design with a base and then dusted it with bronze powder. The type lines of the title page are not at all pleasing placed so low on the page, in fact all the short length, type pages in the book are placed too low. Designs should be placed slightly above the center if they are to appear in the center, as the optical center, vertically, is above the actual center. Lines or groups placed in the exact center from top to bottom appear below the center and out of balance. Presswork is poor throughout, the "color" is weak and yet there is much picking. Halftones and all illustrations running the long way of the page, as that one opposite the Seventh Grade page, should





Two attractive broadsides, originals about 9 by 14 inches, from the Britton Printing Company, Cleveland, Ohio, illustrating unusual method of advertising for a printing concern. The pieces, mailed at intervals, are bound to impress

recipients with the completeness of the company's plant, the quality of work, the care exercised — everything, in fact, a careful buyer of printing wants to know to satisfy him that his business will always be given the best of attention.

be placed with the top at the binding on right hand pages and with the top at the margin on left hand pages. The page in question is incorrectly placed. Commercial Printing Company, Charleston, West Virginia.—The work you have sent us shows excellent taste in composition, good judgment in display and arrangement and care in the printing. The colors on the blotter, "Printing Internal Printing Internal Prin

ing," make an unusual combination, but one that is wholly pleasing. The general effect of your letterhead is dignified and effect of your retternead is dignified and refined, due largely to the use of a light face type. While the difference in shape between the type used for the main display and that used for the remainder of the head-ing creates a rather displeasing effect, this and that used to the remainer of the learing creates a rather displeasing effect, this
bad effect is largely overcome by the lightness of the type and the general dignity of
the design. The ornament in gold is a trifle
too strong, perhaps, but we can think of
no other color that would have been better.
Possibly the colors would look better together if the blue were a trifle stronger.
However, this is the best of all the two
co'or combinations used, except possibly the
one in two browns. Compare either of the
two referred to above with the one in blue
and orange, and note the effect of cheapness
given by the latter in comparison. Compare
them with the one in black and gold, and
note the general dullness and commonplaceness of the latter.

The Farfeield Press, Greenwich, Connecticut.— The specimens you have sent us

THE FAIRFIELD PRESS, Greenwich, Connecticut.—The specimens you have sent us are remarkably handsome. Blind embossing of panels and borders adds materially to the dignity and the effect of quality in a number of them, particularly the menus and the booklet for the Brunswick School. How far good paper may go toward fine work is demonstrated by the booklet just mentioned. Printed in brown ink on India tint Strathmore Japan, antique, or paper of similar quality, from simple typography, with wide front and bottom margins, an effect of richness and quality wholly in keeping with the subject is given. The halftone illustrations which are printed on dull coated sepia stock in brown ink of a darker tone than used for

the text are tipped into pane's on the text pages. Not at all less attractive is the booklet for the Gardner School and the folder for the Greenwich Trust Company, on which clean presswork, roughed, gives a delightful effect. The good contrast in the halftones shows that engraver and artist coöperated

SIX BEAUTIFUL Bachrach Portraits

for \$10.00 [UNTIL OCTOBER 15, 1920]

AN UNUSUAL opportunity to secure six exquisite Bachrach photographs at half their regular price. These photographs are seen by eleven inches in size in the engraving style, printed on the finest buff tinted paper in either sepia or steel gray with hand-etched backgrounds and each one is enclosed in an attractive hand-made felder. They will make six most acceptable Christmas gifts at a very low cost. A number of proofs will be made for your selection.

Bachrach

hotographs of Distinct

7 F STREET, N.W. WASHINGTON

Studios in PHILADELPHIA

must be presented at time of site before October 15, 1920

Delightful, interesting and well displayed circular by Otto Volmer-haus, with Munder-Thomsen Press, Baltimore, Mary-land. Antique white stock was used.

with you to an extent that is gratifying. The Kirmess program is remarkable, not alone for the excellent quality of the workmanship, but for the fact that it was produced in less than a week along with other work. Buyers of printing in Greenwich need not leave the city for the best in that line.

THE BRITTON PRINTING COMPANY, Cleveland, Ohio.—The series of broadsides, each depicting a scene in some one department of your plant, and each emphasizing the importance of that department, etc., is the most novel advertising campaign we have seen from a printer for some months. The receipt of one after another of these impressive broadsides is bound to impress those receipt of one after another of these impressive broadsides is bound to impress those who receive them with the fact that the company is a high grade concern, that it takes exceptional care of every detail of the work, that it is well equipped, that it is a large concern and a good firm to deal with. Presswork, as one expects from the Britton Printing Company, is unexcelled—no better is being done. Another high gradepiece is the book "San-kro-mura Wall Coverings," the treatment of which by daintiness and high quality in the printing suggests these qualities in the product.

daintiness and high quality in the printing suggests these qualities in the product.

MIDDLETON PRINTING COMPANY, WAXAhatchie, Texas.— Letterheads for the D. H. Thompson Lumber Company and the Rotary Club, and your blotter, "Direct Advertising, etc.," would be difficult to improve upon. In fact they are so good that any claim for improvement would be made on the basis of personal taste and not on fundamentals of design, display and advertising. The main display of the title page for the menu of the Andrews Cafe is too small in proportion to the page size. Otherwise this piece is thoroughly satisfactory, the advertisements being neat and effective. Neither the color combination of light gray and red on the envelope for Truitt Cotton nor the combination of yellow olive and red on the combination of yellow olive and red on the card is pleasing. The gray should be strengthened slightly or the red weakened in order to bring them closer in value. Colors clash in the other combination, although there, too, is faulty contrast in values.



BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Duty of the Proofreader as to Punctuation

When I was a compositor a proofreader sat near me silently reading my proofs on a book all of one morning, and finally said to me, "I have been trying to correct your punctuation, but can find nothing to improve." No proofreader in a printing office would now devote much of his time to such a purpose, and it was unusual then. But then printers were expected to punctuate, whereas now they are more usually ordered not to change from copy. Copy is not always much better now, but employers avoid trouble and expense by having copy followed whether good or bad in this respect. John Wilson, the most noted writer on punctuation, was an employing printer, and wrote when typesetters were paid by the piece, so that the men and not the bosses were losers by using time for correction. His introduction on "The Importance of Punctuation" is pregnant with cogency even now, as it was when written. I present a little of it, with some slight changes of punctuation which make it better according to present practice:

"Punctuation," he says, "has not received that attention which its importance demands. Considered merely as the plaything of the pedant, or as the peculiar function of the printer, it is often neglected or perverted by those who have occasion to present to the eye either their own thoughts or the thoughts of others. . . . Even the author - who, of all writers, ought to be the most accurate - not unfrequently puts his manuscript into the printer's hands either destitute of grammatical points or so badly punctuated as to create a needless loss of time to the compositor. But though an acquaintance with the principles of the art in question has been deemed the peculiar province of the printer, who might therefore be expected to have the requisite qualifications for the performance of his task, yet it must be admitted that from the press are issued many books grossly erroneous in sentential marks, and perhaps not a few which, though distinguished for elegance of style, accuracy of orthography, or beauty of printing, are unworthy of being held up as models of good taste and judgment in the use of points. . . . Were every author to write his work in a fair, legible character, and so punctuate his language as to convey the sense clearly and correctly, then might compositors act as mere machines and 'follow' their 'copy.' '

It will be perceived that this was written before type-writing was known. We should have to say now that authors would have to correct the typewritten copy or have it more closely corrected than they often do. For it is a fact that copy is not often made so accurate that it can be followed literally with commendable result. Undoubtedly the greatest occasion of failure in carelessness by authors is their presumption that printers will and should punctuate. Printers, on the other hand, now commonly assume that all authors write with the punctuation as desired. The duty of the proofreader varies on different kinds of work. On newspapers, for instance, where so much of the writing is done hastily, the compositor, or now commonly the operator, should supply necessary points that are not in copy, or omit plainly wrong ones, and the proof-

reader should correct where this has not been done, but with as little change as possible with clearness. On books the same care is needed in the printing office when copy is not systematic, but a really careful author's punctuation should not be changed, even when no special orders are given. But in the making of books it is now frequently ordered that the punctuation be just as it is in copy. Even with such order, the proofreader will often find occasion, when he is not at liberty to correct, to suggest by query to the author.

When books are badly punctuated, as they frequently are, the blame properly attaches to the author if it appears as he wrote it.

An Unusual Request From Australia

C. H. Lewis, Sydney, New South Wales, as secretary of the "Proofreader's Guild" of the Government Printing Office, wrote to "The officer in charge of the proofreading department" as follows: "I am desirous of procuring authentic information regarding your department, to enable the Readers' Guild of the above office to prepare a strong case in an effort to raise the status and salaries of its members. Will you let me have (1st) a list as to how your readers are classified, together with salaries and hours of duty; (2d) the duties of your readers in relation to the composing rooms; (3d) any information as to style used for guidance of readers and compositors, or particulars which would be instructive and useful to the guild, either in general matters or in helping our case?"

Answer.— It will be quickly perceived by all of our American readers that this calls for information which can not be given in satisfactory detail. As near as I could make it suit, I have made an answer and sent it by mail. The questions are mainly such as are decided differently in different places. A great difference between the two countries appears in the names used in the letter. I gather from the terms used that the Australians mean by "proofreading department" what we call simply the proofroom, and "the officer in charge" must be our head reader. In other words, Mr. Lewis did not mean to write to an editor, but to an office proofreader. In the United States it is certainly not at all common to have what is called a proofreading department, with an officer in charge, if such there be anywhere. No such thing as a proofreaders' guild is known to me, and if one existed it would probably be a general body, not of the readers in any one office. Readers here are, when in a union, members of the typographical union, with exactly the same society standing as operators and compositors, and working in general under the same scale of wages. If a reader can convince an employer that he is worth more, he occasionally gets more; but he is not more likely to command higher pay than some operators, if as much so. His hours of duty are regularly the same as those of all trade workers. No doubt most proofreaders would gladly have their status and their pay raised, but the leveling process now become almost universal works just the other way. proofroom is merely the verifying branch of the composing room, and its principal duty is to make as little work of

correcting as possible, by confining the marking to real errors. Of course some proofreaders advance above the common standing, but it is mostly done by becoming editors or securing some position with more than usual responsibility and demanding a greater critical capability. Apparently the Australians still cling to the traditional idea that led Horace Greeley to say that a really competent proofreader should receive very high pay. We should be delighted could we hear that they had convinced their employers to this effect, but are sorry to say that we know nothing that would help them in the effort. It is a universal law that undoubtable individual superiority always commands individual preference, but it is not by any means easy to prove that one kind of printing trade workers are entitled as a class to a higher status than another kind.

CLEARNESS IN USE OF PRONOUNS

BY F. HORACE TEALL



RONOUNS are words used instead of nouns. So much is known by every one, as also the fact that a personal pronoun is for use in place of a person's name, or in the plural in place of names. But even the wisest and most experienced users of our language often use pronouns with unclearness, and utmost confusion is common among people

of less culture. It can not be said truthfully that such carelessness is more frequent now than it has always been, and minute criticism is less popular than it was once; but the need for criticism is still present, so that it is well worth while to indulge the impulse to criticize with a spirit of helpfulness only.

Much of the verbal criticism which used to be so common was so little more than mere personal opinion, and so little tolerant of differing opinions, that we can not wonder at the public's refusal to support its continuance. Nevertheless, every one of the numerous books which have been made so laboriously and have had so little patronage has contained many sound corrections of loose language, worthy of more consideration than they have commanded.

The earliest critic whose work I have at hand was the Rev. Matthew Harrison, whose criticism was given in a book entitled "The Rise, Progress, and Present Structure of the English Language," my copy of which is dated 1850. He says: "If we look back to many of the standard authors even of the last century, we shall find that they abound in grammatical errors, in almost every conceivable form, and my object will be to show, by example and argument, that the statement is not overcharged. Nor do I wish to confine this charge to writers of the last and of preceding centuries. It is applicable, in a very serious degree, to many of the most popular authors of the present age." Harrison tells us that "Bentley was an acute classical critic; but his English is often perfectly childish, and betrays an utter ignorance of the commonest grammatical principles."

After citing fifty passages from various reputable authors which show actual errors in their use of personal pronouns, Harrison gives four showing proper use, and then says: "The errors that have been pointed out, in the use of the personal pronoun, are but a few specimens out of hundreds, I might say thousands, which are scattered over our literature. It is the very fact of their perpetual recurrence that makes them a matter of consequence and entitles them to notice, though, individually, many of them are absolutely below criticism. They are of a character to which, perhaps, the language of no civilized people can afford a parallel. It is to be regretted that men of high literary reputation should, over and over again, be guilty of errors which must be glaring and obvious to every foreigner who applies himself to the study of the very first principles of the English language."

If it be allowable to say anything dogmatically about language, as I shall assume that it is, I now venture to assert unqualifiedly that the one essential quality for good use of pronouns is clearness of their relation; that is, every pronoun should be so plainly connected with its antecedent that no one can doubt what it stands for. Ambiguity arises when the same pronoun is used repeatedly for different antecedents, which use often occurs, with the effect of making the reader have to study out the meaning or remain uninformed. Sherwin Cody instanced the following from Lane's "Arabian Nights": "Aladdin was so frightened at what he saw that he would have run away; but as he was to be serviceable to the magician, he caught hold of him, scolded him, and gave him such a box on the ear that he knocked him down, and had like to have beat his teeth down his throat." Here certainly is undesirable and unnecessary confusion.

The truly objectionable confusion just noted has misled some critics, as an editorial writer who says, "Such a sentence as 'He hit him' is inexcusable with the same masculine singular pronoun manifestly referring to two different persons." Such a sentence, on the contrary, is as good as any, because it would be used only when the reference is perfectly clear, as it is in the sentence, found in a cyclopedia article on Cobden, "Lord Palmerston offered him a seat in his Cabinet." Only when the difference in application of the pronoun produces obscurity is such expression inexcusable.

The editorial writer mentioned the short sentence noted above in an article headed "Must We Abandon Our Personal Pronouns?" His question evinces apprehension without adequate cause, probably a momentary response to the demand for some writing by him. He began: "Have you ever considered, in reading the newspapers of the day, even those which are most carefully edited, how steadily they neglect the pronoun when it would be unmistakable in its meaning, strictly grammatical in form, decidedly briefer, and so altogether desirable?" He quotes an obituary paragraph in which the person's name was repeated at each new sentence, and protested, quite correctly, that the pronoun "he" would be preferable in each instance after the first. But a single paragraph yields no proof that its practice is common. Encyclopedias contain much biographical matter, and they fail to disclose anything showing such rejection of pronouns. The article on Cobden from which I have quoted is a long one, typical of such writing everywhere. The name Cobden appears occasionally, mostly where its use avoids any possibility of doubt, but the pronoun is used every time where it is clear. I have no doubt that in newspapers and in books the commonest fault in such cases is the superabundant use of pronouns where clearness would be promoted by repetition of the name.

The editorial article says: "It seems to us that the greater fault in our language today is the disuse of the pronoun rather than its misuse. The pronoun should add to clearness. . . . We are abandoning our good old personal pronouns, with all their convenience." I can not refrain from asserting that this is nonsensical. Misuse is vastly more inconvenient than disuse. No pronoun can add to clearness. All pronouns should be used with clearness. We are not abandoning our personal pronouns, nor is it likely that we shall ever abandon

TIME!

Attorneys for the prosecution and defense had been allowed fifteen minutes each to argue a certain case.

Counsel for the defense began his argument with an allusion to the old swimming pool of his boyhood days. He told in flowery oratory of the balmy air, the singing birds, the joy of youth, the delights of the cool water — and in the midst of it he was interrupted by the drawling voice of the judge.

"Come out, sir," he said, "and put on your clothes. Your fifteen minutes are up! "—The Green Bag.

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BY FRANK L. MARTIN

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Alpha Photoengraving Company

A most attractive wall card has been sent out by the Alpha Photoengraving Company, of Baltimore, Maryland. We show (Fig. 1) a halftone reproduction of the card, the original, which is a unique specimen of advertising, being $8\frac{1}{2}$ by 18

inches, beautifully printed in four colors.
"Be Wise" is the theme taken for the original and cleverly drawn design and also for the subject matter, which is hand lettered. That wisdom is gained from "taking a word" from those who know and who have had experience and that it holds true in relation to printing and advertising is vouchsafed by the Alpha company. By submitting facsimile reproductions of letters from satisfied customers such as Norman T. A. Munder & Co. and Stone Printing Company, the wall card gives the recipient proof that the Alpha Company does have this knowledge and experience. The letters are carried in a sealed envelope below the design at the bottom of the card. These letters in effect are the "words from the wise," to which the whole of the advertising message on the card points.

The wall card is an excellent exposition of an advertising idea. The originator has taken a single theme or idea, pertinent as a selling argument, and through picture and type has skilfully and successfully developed it into an effective piece of direct by mail advertising. It will bring results for the distributors, first, because it affords proof of what the company can do for others; second, because it shows what sort of advertising and cuts it is producing for its customers.

The advisability of this particular piece of advertising being used in the form of a wall card is another question. We doubt the wide use of such cards in the modern office, and thus question its permanency. Yet this card will undoubtedly gain the scrutiny and study necessary at the time of its receipt by the prospective customer of the engraving house sending it out.

"Typo-Line"

The head of a large institution with which I am familiar was discussing with his directors a building plan for the future. When it had been decided to go ahead with the building, the president of the concern remarked that he would call in "our architect" for consultation and would later make a comprehensive report on the plan. He was then quizzed at this point as to why the company had a permanent architect; why the

company should not ask for plans from architects in general and put the matter on a competitive basis. The president replied that the professional services of an architect corresponded to those of a doctor and that no one would think of putting a doctor on a competitive basis. He won his point.

At the very next meeting of the directors of this concern the question of letting a contract for a big order of printing came up. It was decided to notify printing firms and ask for advertising plans, dummies and prices. It was all put on a competitive basis without dissent from the president of the firm.

This incident is recalled after reading an editorial in the October issue of Typo-Line, published by the Hall-Gutstadt Company, San Francisco, California, on "Consulting Printers." This firm is giving publicity to an idea that should be helped along by all other printing firms this idea of educating business interests to the rightful belief that printing is something more than mere type, illustrations, paper and ink; that each piece of printing that a large business firm buys is not to be considered alone and "shopped about," but that it is as much a part of a comprehensive plan of advertising and publicity as an individual building is a part of a united plan of expansion in the physical aspects of the business.

Typo-Line suggests that the term "consulting printers" should appeal to buyers of printing as much as the terms "consulting physicians," "consulting attorneys," "consulting engineers" and "consulting architects." It argues rightfully that the average large job of printing, binding, engraving, lithographing, etc.,

requires as much attention as many matters upon which the average person without hesitation consults the other experts. It aptly illustrates its argument by showing how the printer with his expert printing and advertising knowledge can save the life of a big business just as the physician saves a human life. This sets forth an ideal which is well worth striving for and one that will help add dignity to the profession.

Printing has always been looked upon as a trade and probably always will be so considered. Yet there are phases of the modern printing industry, such as the expert advertising service afforded, that are as professional in fact as the other acknowledged professions.

The editorial of *Typo-Line* merits commendation and sets forth a fact which other publicity mediums might emphasize to the benefit of printers as a whole.

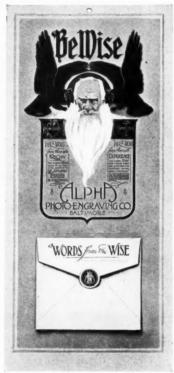


Fig. 1

Good Will Advertising

One hears much in the present day about good will advertising and the value of direct advertising to acquire and maintain that good will. How many printers are underestimating this matter of good will and forgetting the fact that there is a future to be taken into consideration as well as the present?



Fig. 2.

A printing concern in the East started a house-organ last spring and announced that it would go into the mails regularly each month. The second number did not make its appearance until October. In October it apologized for the failure of the magazine to appear and stated that its plant had been too busy with orders to publish its own advertising matter. And that same firm likely would never miss an opportunity to preach to users of printing that because their business was good now was no reason for ceasing to continue their circulars, catalogues or other forms of direct advertising. "Practicing what one preaches" is not a bad axiom and especially in such cases in connection with advertising.

The October number of *Three Circles* carries an excellent editorial on the subject of keeping good will. It cites an instance of a barber shop in a college town which had established such a trade among students by direct advertising that it was able to sell its good will for an amount in excess of the physical assets of the shop. The moral the editor of *Three Circles* draws is:

"If an advertiser no longer has a service to render, or does not care to render one a year or five years from now, let him cut off his advertising.

"But if you are looking forward to the ideal future for your business, consider good will as the most valuable asset you can acquire. Keep on buying it with advertising."

That is an accepted truth about advertising in any line of business. It applies to printing just as to the rest. The increasing use of publicity in its many forms among printers is a most hopeful sign for the industry. Yet too many are not yet taking full advantage of its use and others are abandoning it altogether when they have a rush of orders in their plants, thus permitting the future to take care of itself.

The October number of *Three Circles*, issued by Evans-Winter-Hebb, Inc., Detroit, Michigan, is an attractive, well printed magazine, carrying good illustrations and helpful material for the users of printed matter. The front cover design is reproduced here (Fig. 2).

"The Co-Worker"

The employees of the Wynkoop Hallenback Crawford Company, a printing firm in New York city, have started the publication of a twenty-two page monthly house-organ, called *The Co-Worker*. If the standard of the October number is maintained as to quality of printing, makeup and contents, it should prove most valuable to the employees and to the firm itself.

The Co-Worker, it seems to me, is an excellent example of a good internal house-organ. There is enough of the personal touch to the matter presented to get the interest of every person connected with the establishment. It deals with the affairs of the company, the staff and the employees in such a manner as to get all interested in what is going on, not only in one certain department but in all departments of the big plant. The care and thought with which the magazine has been written, edited and printed have resulted in a publication of more than the ordinary merit. Like all house-organs of its kind it is intended to aid in bringing all connected with the plant into a closer relationship with common interests. It should prove a helpful factor in this.

Besides the publication committee there is a staff made up of representatives from each of the eighteen departments. One of the illustrations in the magazine is reproduced here (Fig. 3). It depicts a printer's devil of past years, taken from an old print.

An Educative Series

The William F. Fell Company, printers, Philadelphia, Pennsylvania, has made an extended search through ancient, medieval and modern historical publications for authentic

material dealing with the origin and progress of printing. The results of this investigation have been compiled, and with new and original illustrations are being published in a series of folders.

The series is in two parts. The first traces the evolution of printing from the time of crude scratchings on rock to the time of the invention of movable types. The second part takes it from the Colonial days when the small hand presses and limited editions were in vogue to the present day with its enormous products and high speed multicolors

The folders are issued twice a month, and as these notes



Fig. 3.

are written three have come to The Inland Printer. Each emphasizes the prominent part that printers have played in the development of civilization and in achieving the perfection demanded by modern business and industrial interests. The series forms publicity of an educative sort that will result not only in a benefit to the William F. Fell Company but to the printing industry as a whole.

As a sample of the original illustrations used on the covers of the folders we reproduce here the design on the first number (Fig. 4). The same original treatment is shown in the two inside pages of the folder, reproduced here also (Fig. 5).

There is nothing dry or forbidding about this historical treatment of printing. In the tabloid form it takes, and in the manner in which it is treated and illustrated it will find many interested readers who will come to have a greater faith in the power and force of printing as it relates both to the

development of society and industry. The folders are well printed and attractive. The series forms a worth while, novel and effective publicity in which printers and the public alike will be interested.

"Advantage"

The Bachmeyer-Lutmer Press, Cincinnati, Ohio, gets out a house-organ, Advantage, one feature of which may be of interest to those who issue publicity matter of this sort. In each issue its articles dealing with printing and direct by mail advertising are headed by clever and appropriate cartoons emphasizing the idea carried in the article. Some of these illustrations from the October

issue are reproduced here (Fig. 6). Besides adding spice to the articles they attract the interest of the reader. Such touches serve to make the magazine distinctive and remove it from the ordinary run of house-organs.



The Franklin Printing Company, Philadelphia, Pennsylvania, has issued a folder telling of the awards of five medals



Be Sure the Names and Addresses are Right

OLUMES have been written on the importance of care in addressing envelopes and in filling in letters. I suppose many more volumes will have to be written before some concerns wake up and have the work of their typists checked. Now you don't, and I don't, neither does anybody else type mail



Ninety per cent of direct mail advertising is poorly done, was the consensus of the Advertising Club of Worcester at a recent meeting. National advertisers should give more attention to their follow-up literature. was a decision.

-Associated Advertising, June. Fig. 6.

to that company at the printing exhibition in New York city. There is a description of the specimen in each class in which a medal was won, acquainting friends of the company with the work of the Franklin organization.

As a piece of publicity matter the Holmes Press, Philadelphia, Pennsylvania, has issued a folder, reproducing a front cover which the firm designed and printed on Washington's Crossing, a booklet, for the Washington's Crossing Park Commission. The folder carries a brief argument on the value of





The opportunity and measure of progress in each age have depended on the record of the past of the pas

Fig. 5.

booklet covers as a means of attracting attention, suggesting the contents and inviting its reading.

The Redfield-Kendrick-Odell Company, New York city, is issuing a small memorandum book, convenient for the vest pocket. Space on each page is devoted to matters of printing and service of the company. The cover is particularly attractive.

"The Language of Printing" is the title of a booklet sent out by Palmer and Oliver, New York city. Inappropriate type, says the booklet, is its slang. Good type is its literature. A unique demonstration of the proper use of type is shown in the publication by taking several commodities and selecting what the firm believes is the suitable type to describe them in advertising matter.

The United States Envelope Company has started the publication of a house-organ called *The Hand Clasp*. The initial number is an excellent sample of a good internal house-organ. The makeup, quality of printing and interesting contents are worthy of comment.

In a message on an attractive blotter which the August Becker Printing Company, Brooklyn, New York, has just sent out the firm urges the use of envelope stuffers. A small cartoon in red, and plenty of white space, are features that make the blotter attractive.

The Indianapolis Engraving and Electrotyping Company, Indianapolis, Indiana, has issued a world wide number of Gab (Graphic Arts Bulletin), its house-organ. It is an interesting number filled with excellent pictures intended to show the value of good illustrations. Attention is paid to the necessity of direct advertising in reaching the foreign market.

NEW RUBBERS FOR MUSTANG MAILERS

The small piece of rubber in the striking arm of the Mustang mailer, where the pressure is applied to the type through the paper, sometimes becomes worn or pieces of it drop out. These rubbers of course may be ordered from your jobber, but few go to that trouble. A great many printers cut a piece from a rubber heel. To obtain one almost as good as the one you buy, made especially for the case, go to the stationery store and purchase a rubber pencil eraser. With little difficulty one can be found that will fit. Cut both ends off and you have a good substitute for the original.— L. H. Houck.

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AN ACCOUNT OF LAURENS JANSZOON COSTER AND THE INTRODUCTION OF PRINTING IN EUROPE

BY HENRY LEWIS BULLEN



UT of the obscurity in which the origin of typography is involved, two names emerge as rivals for the honor of the invention. Today the adherents of Laurens Janszoon (Laurence Johnson) Coster of Haarlem in Holland have not only established his priority as inventor to their seeming satisfaction, but have ventured to deny that Johann

Gutenberg printed anything. In our biography of Gutenberg in this series we have shown how his contemporaries, or persons who were associated with his contemporaries, awarded an "unfaithful servant" should be noted because it had its effect on future writers.

That the statement of Coornhert continued to be believed in Haarlem is proved by an allusion to that fact in a "Description of the Netherlands," written in Italian in 1566 by Luigi Guicciardini, who also neglected to give any name or date. This book was translated into French (1567), German (1582), English (1593), and Dutch (1612), and had a great effect in spreading the claims of Haarlem to the great invention.

The name not divulged by Coornhert first appears in print in a history of Batavia, written by Dr. Adrianus Junius and printed in Leyden in 1588, twelve years after the death of Junius, and one hundred and twenty-five years after Fust's lawsuit against Gutenberg. Junius is said to have written the book in 1568. He introduced Coster to a waiting world, thus:

About a hundred and twenty-eight years ago [1440], Laurens Janszoon, called the Coster [i. e., Custos, custodian, sexton], from the honorable office





Medal struck in honor of Coster in 1740 by the City of Haarlem. Obverse: Haarlem enthroned, under the arms of the city and its four burgomasters. Reverse: Coster seated in the traditional woods is inspired by Minerva, goddess of wisdom, and has an inventor's vision of printing apparatus. Inscription: Typography was invented here in 1440.

to him the honor of the invention. It is now our task to present the case of Coster.

The earliest claim that typography was invented in Haarlem was made in 1561 (nearly a century after Gutenberg's first recognition), in the first book printed by Jan van Zuren and Dierick Coornhert. The book was a translation of one of the works of Cicero by the learned Coornhert, who in his dedication of the work to the burgomaster, sheriffs, etc., of Haarlem, wrote thus:

I was often told in good faith, honorable, wise and prudent gentlemen, that the useful art of printing books was invented first of all here at Haarlem, although in a very crude way, as it is easier to improve on an invention than to invent; which art having been brought to Mainz by an untruthful servant was very much improved there.

Coornhert then goes on to say that through the "heedlessness of our forefathers" the claims of Mainz to being the first city in which typography was practiced had received general acceptance:

But — for truth is no less truth when known only to a few, and because I implicitly believe what I have said before, on account of the trustworthy evidence of very old, dignified and grey heads, who often told me not only the family of the inventor, but also his name and surname, and explained the first crude way of printing, and pointed out to me with their finger the house of the first printer — I could not help mentioning this in few words, not as an envier of another's glory but as a lover of truth, and to the promotion of the honor of this city; which proper and just ambition seems to have also been the cause for the re-establishment of this our printing office, as a shoot from the root of the old tree.

Here we have the origin of a controversy which has engaged the not always sufficiently calm attention of many historians, but it is regrettable that Coornhert fails to state the name of the inventor, which he professed to know. The reference to which his family held by hereditary right, dwelt in a large house in Haarlem which is yet standing, opposite the royal palace. This is the man who now puts forth his claims to the honor of having invented typography, an honor so nefariously obtained and possessed by others. Walking in a neighboring wood, he began to cut letters on beech bark, with which for amusement (the letters being inverted as on a seal) he impressed short sentences on paper for the children of his son in law. Having succeeded so well in this, he began to experiment, for he was an ingenious man, and he discovered a more glutinous kind of ink, as he found that the ink in common use occasioned blots. Coster's son in law, Thomas Pieters, left four sons, all of whom were magistrates. This I mention that all may know that the art derived its origin from a respectable and not a common family. Coster then printed whole pictorial pages, with the text added. Of this kind I have seen specimens executed in the infancy of the art, being printed on one side only. This was a book in Dutch entitled "Spieghel der Behoudenis" (Speculum Nostrae Salutis). In this we may observe that in the first productions of the art—for no invention is immediately perfected—the blank sides of the leaves were pasted together, so that they might not appear as a defect. He afterward exchanged his beech types for leaden ones, and subsequently formed his types of tin, as being more durable. Of the remains of these types certain old wine vessels were cast. These are still preserved in the house in which Laurens resided, which was afterward inhabited by Coster's great grandson Gerrit Thomas, a citizen of repute, who died an old man a few years ago.

repute, who died an old man a few years ago.

The new invention being well received, to the great profit of the inventor, he increased his business and employed workmen. Among these workmen was one Johann, but whether he bore the ominous surname of Faust—infaustus [Anglice: unlucky] and disloyal to his master — or whether some other Johann, I shall not attempt to prove, as I do not wish to disturb the dead (already enduring the punishment for the evil they had done when living). This person, who was admitted under an oath to assist in printing, as soon as he had attained the art of making and casting the letters, stole all the types and utensils which Coster had contrived and took them to Mainz, there to commence business. Within a year from Christmas, 1442, it is certain that there appeared with the types Laurens had used in Haarlem a grammar, "Alexandri

utensils which Coster had contrived and took them to Mainz, there to commence business. Within a year from Christmas, 1442, it is certain that there appeared with the types Laurens had used in Haarlem a grammar, "Alexandri Galli, Doctrinale," with "Petri Hispanus, Tractatus."

The above is what I was told by old men, worthy of credit, who had received the tradition as a burning torch passed from hand to hand, and I have heard the same affirmed by others. I was told by Nicolus Galius, the instructor of my youth, a man of iron memory, that when a boy he had often heard one Cornelius, a bookbinder, not less than eighty years old, who had assisted in Coster's office, excitedly relate the whole transaction, and as often as he came to the story of the robbery he would burst into tears, and then

the old man's anger would be aroused, on account of the honor that thus had been lost to Haarlem, that he would curse the nights that he had slept in the same bed with the robber, who had been his bedfellow for months. This does not differ from the words of Quirinus Talesius, who informed me that he had heard the same account from this old bookbinder.

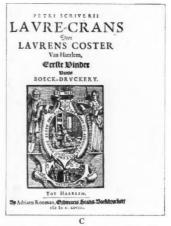
Whatever of vagueness attaches to the foregoing narrative of Junius was dispelled in 1628 by the book "Lavre-Crans voor Lavrens Coster van Haerlem, eerste vinder van de Boeck-Dryckery" (Laurel Wreath for Laurens Coster, first inventor of Printing), written by Petrus Scriverius (Pieter Schrijver). In this book is the first portrait of Coster, who is stated to have been a sheriff and an innkeeper. Scriverius tells us that in his time an inscription was to be seen in gilt letters on a stone opposite the house formerly occupied by Coster, reading:

ued by a sister, Ghertruit Jan Costers dochter (Gertrude, daughter of Jan Coster) until 1456. It is surmised that Lourens, her brother, had become an innkeeper, as the same records show that Lou Coster was paid for wine furnished to the burgomaster in 1451 and for furnishing a dinner in honor of the Count of Ostervant in 1454, with other similar entries down to the year 1483, in which year a receipt is given to Louris Janszoon Coster for ferry toll for his goods when he left Haarlem, which is the last entry in which his name appears.

In proof that Coster the tallow chandler and Coster the father in law of Thomas Pieters were identical there is the Register Book of the Holy Christmas Guild (Heilige Kerst-







(A) Title page of the book in which in 1561 the first claim was made of Holland's priority in the invention of typography. The claim was made by the author, Dierick Coornhert, a printer and a partner of Van Zuren, who printed the book. (B) Title page of the book in which in 1588 the name of Coster was first mentioned as inventor of typography. (C) Title page of the book in which in 1628 we find the first precise history of Coster —" Laurel Wreath for Laurens Coster, of Haarlem, First Inventor of Printing." In this book appeared the first portrait of Coster.

"Memoriæ Sacrum Typographia, ars artium omnium conservatrix, hic inventa MCCCC. XXIIX." On this inscription we have the origin of the phrase, "Art Preservative of all Arts." Scriverius differs from Junius in detail. He agrees that the invention was made accidentally in the woods, but says that the fateful letters were cut in oak, not beech bark. The disloyal servant who stole the invention reappears, but this time it is Johann Gutenberg, not "Faust." Coster instead of being a sexton is said to have been sheriff, chandler and innkeeper, and the date of the invention is given as 1428, not 1440. Coster's first printing, says Scriverius, was from pages engraved on wooden blocks, but afterwards he made matrices and cast his type.

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r, as us n, ly n, ad ad are Both Junius (1568) and Scriverius (1628) mention a son in law of Coster's, named Thomas Pieters (or Pieterszoon—son of Pieters). A descendant of Pieters (and of Coster) named Gerrit Thomaszoon (son of Thomas), a sheriff and an innkeeper, died in Haarlem in 1563 and left to his heirs a pedigree, in which the wife of Thomas Pieters is described, thus: "Sijn tweede wijff was Lourens Janssoens Costers dochter, die deerste print in die werlt brocht Anno 1446" (His second wife was the daughter of Lourens Janssoens Coster, who brought the first print into the world Anno 1446).

The records of Haarlem, and the principal church there, show that Jan Coster, who died in 1436, had a son whose name was Lourens Coster (son of Jan—Janszoon). In 1441 "Lou Koster" was paid by the church for supplying oil, soap and candles on three different dates. In 1442 there are three payments for the same articles and one payment in 1447. This Lourens Janszoon Coster was clearly a tallow chandler, a not unimportant business when lighting was done exclusively with oil and candles. This particular tallow chandlery was contin-

gilde), a society still in existence, though older than the invention of typography. This society is (or was) limited to fifty-four brethren and sisters, each possessed of a chair — (preempted seat at the banquet table)—disposable by will at death of a member or inheritable by the nearest blood relation. The functions of the society were assemblies in which the main business was eating and drinking. The ancient registers of the society show that Jan Coster possessed chair [stoel] No. 29 in 1421, and that when he died in 1436 the chair was inherited by his son, Lourijs [Laurens] Coster. In 1497 the chair had descended by inheritance to Gerrit Thomas Pieterszoon. Further, there is no improbability, we think, in an assumption that Laurens Janszoon might have combined the office of sexton or church warden or custodian with his other occupations.

There was in the first half of the fifteenth century another Louwerijs [Laurens] Janszoen in Haarlem, a councillor, sheriff, treasurer, wine merchant and innkeeper, whose coat of arms may still be seen in the town hall in Haarlem. He died in 1439, after which the name of his widow (Louwerijs Janssoens weduwe) appears in the records down to 1452. Scriverius confused this man with Laurens Janszoon, the Coster and tallow chandler.

The foregoing documents constitute the sole basis for ascribing the invention of printing to Coster. A great number of books have been written to elucidate or confirm these documents, but lack of space prevents us from discussing them. None of them adduces any new facts, while some of them are full of unwarrantable assumptions, trivial surmises, not unmixed by fabrications of data — one absurd statement fortified by other absurdities. It is a theory of ours that it was this disposition on the part of certain Dutch Costerians to invent "facts" which led certain German Gutenbergians into

the foolish paths of forgery of documents and of pedigrees, which have unfortunately prejudiced the just and otherwise authentic claims of Gutenberg.

None of the authentic records of the activities of Coster associate him with printing, except the pedigree of his descendants, supposed to have been compiled about 1560, and giving 1460 as the date of the Coster's invention. It is supposed that Junius had seen this pedigree, but disregarded the date, substituting 1440 for 1460, because 1460 was several years later than well authenticated data of books printed in Mainz. The Coster claims rest on this slender genealogical entry and upon mere tradition, recounted by writers obviously having scant knowledge of the technicalities of printing.

There are some forty-three pieces of crude printing which are known as Costeriana by supporters of the Coster legend. Perhaps half a dozen of these may be termed books; the balance are stray leaves and fragments of leaves, which have mainly been found in covers of books of early dates. Most of these were printed from engraved wooden blocks, on one side only of the leaves, after the manner of Chinese block printing. In some of the examples that are printed on one side, it is not improbable that the pictures were printed by rubbing, and the engraved pages of text printed from wood blocks by pressure. Others of these examples, printed on both sides of the paper or vellum, are probably experiments of unknown persons in the printing of engraved wood blocks by pressure instead of rubbing, and some we believe to have been produced after Gutenberg's time. None of these alleged Costeriana gives us the slightest clue to the place of origin, the date or the

As for the legend of the use of separate engraved wooden types, all engravers and woodworkers know that such a thing is impracticable - it was a mere acceptance of an untechnical tradition on the part of Junius and Scriverius. The legend of the stealing of the types and the invention is an obvious absurdity. The conflict of dates indicates that surmises instead of facts were used by the writers we have quoted. On the other hand we need not doubt the honesty of Coornhert, Junius or Scriverius. Doubtless there was a tradition, vital even if baseless, among the earlier printers of Holland upon which these historians relied; nor is it impossible that one Coster or our Coster may have been a leader or progressive experimenter among the printers of block books; but of this there is absolutely no proof. This is not the place to critically examine conflicting statements. There was a man named Coster. Printing from engraved wooden blocks was done in Holland before Gutenberg invented movable types and a printing press. All else is surmise.

Yet it is true that the Netherlands was the logical place from whence the invention might have been expected, for there the occupation of making books with pens was in its most flourishing state, and the libraries of the Low Countries were justly celebrated. Thousands of Dutchmen and Flemings were employed making books. They were associated in guilds of which the records survive as far back as the thirteenth century. These guilds included papermakers, inkmakers, parchimentiers, inscribers, illuminators and bookbinders. It is probable that the first xylographic printing was done by members of these great guilds — what more natural? Whether block printing as done in Holland was an independent invention or derived from Chinese sources will never be known. European block printing was in its infancy, in practice scarcely a quarter of a century, when it was made unprofitable by the advent of typography and it did not advance to any degree of perfection comparable with Chinese printing. It is also probable that progressive Dutchmen and Flemings were experimenting toward more expeditious methods of printing. It is again probable that the printing activities in Holland developed that train of thought which carried Gutenberg

toward his greater invention of typography. These reflections are in harmony with the narrative of Ulrich Zell, printed in the "Cologne Chronicle" in 1499, which we believe gives us the truth of the matter. Zell established himself as a printer in Cologne in 1462, coming from the printing house of Gutenberg and Schoeffer in Mainz. Thus the "Cologne Chronicle":

In conclusion we believe we may properly accept Coster as the name forever representative of that unknown group of progressive Dutchmen and Flemings who first practiced block printing in Europe to a not inconsiderable extent and whose work may have started the trains of thought which in a short time gave us our glorious art of typography. Let us be grateful to the Dutch people for the honors they have awarded to the memory of Coster and no less in honor of Printing — the monuments, the prints, the medals, the tablets, and the inestimable benefits of the liberty of printing which at one critical period of the history of civilization was for a long time only to be found in Holland.

AMERICAN INSTITUTE OF GRAPHIC ARTS

Walter Gillis, president of the American Institute of Graphic Arts, presided at the November meeting in New York, at which there was an exhibition of books printed in Colonial days, as well as of book plates and the most recent books. The speakers were Fred G. Cooper and Guida Rosa, artists.

Mr. Cooper told of the struggle and accomplishment of the early printers of this country. In speaking of the engravings for early printed matter in this country he mentioned Benjamin Franklin as having practiced engraving both on wood and metal

Mr. Cooper in his experiments with Hal Marchbanks to find the secret of the charm of old style type, had a photographic enlargement made of old style type and printed for the sake of comparison with modern type of the same size, and found that it was the lack of mechanical precision in the formation of old type that made it so attractive. This "feeling," as he called it, is one of the features of not only Mr. Cooper's lettering but of others who are successful in our day.

Guida Rosa reviewed the book pages of the past, and showed how their beauty was due to the harmony between the type and illustrations. He said that our difficulty today is that our pages lack simplicity, sincerity and honesty, which were all necessary to secure a beautifully printed page. Mr. Rosa held that at no time had artists and printers such an opportunity for the circulation of their work as at present, due to the fact that so many millions are now educated to an appreciation of art, and we have such a number of beautifully printed magazines of large circulation to bring art before them.

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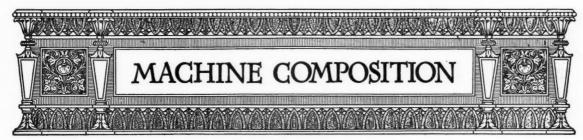
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BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Football Diagram Cast on Machine

James McMahon, sporting editor, and C. Ralph Fitch, the machinist operator, of the Waterville (Me.) Sentinel, devised a diagram of a football game, and it was set up on their machine. It was four columns wide and was in four sections. It showed graphically the positions occupied by the opposing football teams during each of the four periods. No special characters were used, every line was cast on the machine and much of the work was produced by recasting. Owing to lack of space we are unable to reproduce the interesting bit of machine composition.

Tight Lines Cause Damage to Matrices

A Vermont publisher sends several damaged matrices and asks why so many of them are damaged. Wants relief from the trouble.

Answer.—The damaged condition of the lower lugs suggests that the operator has been sending in too tight lines. To guard against this trouble have the assembler set at 12½ ems instead of even 13 ems. In this way he will have at least six points to spare on each line. The lugs are damaged by mold or rib of mold keeper, and the damaged characters are invariably those at the right end of line. A little care in regard to filling lines will prevent the damage referred to. If you want to check up on damaged matrices from day to day, count the hyphens and observe closely the condition of their lower lugs. These are the characters that are more frequently damaged by tight lines.

Setting Front Trimming Knives

A young operator writes that he undertook to set the right hand trimming knife (for the first time) and evidently turned a wrong screw which eventually caused the slugs to stand forward at the head in galley. A slug was enclosed and the smooth side shows an overhang of face over the body. He wants to know what to do next.

Answer.—The slug shows the trouble is due to turning the lower adjusting screw of left hand knife. All you need to do is to turn out slightly on the lower adjusting screw, which has a square head. The knife will not move, however, until the two knife fastening screws are loosened. These screws will be found on front of vise frame. They also have square heads and you will use the small socket wrench to loosen them. Observe that there are four screws having a similar sized head; the two outside screws are the ones you want to loosen and not the two inside ones. When the proper screws are loosened the left knife will be moved by a flat spring found to the left of the left hand knife. Be certain to tighten the screws, and then cast and examine another slug. If you are careful in the work of adjusting the screws you will soon have the overhang from the smooth side of slug without the knife trimming the tops off the capital letters. Make it a point to turn the adjusting screws a mere trifle each time it is necessary to make a change, and repeat the operation until the slug measures correctly on ribs and shows no overhang on the smooth side. The work of setting trimming knives requires both skill and patience on the part of the operator, so do not expect to do this work without spending sufficient time at it.

Which Is the Better Lubricating Medium, Graphite or Talcum?

A subscriber states that he was informed that talcum powder was better than graphite when used in the magazine. He desires to know which is the better lubricant.

Answer.—We have always understood that graphite was the best known lubricant, but were unable to cite a competent authority, so we submitted the question of relative value of dry graphite and French chalk to Frederic J. Haskin, Director, Davenport Democrat Information Bureau, Washington, D. C., and received the following reply: "The United States Geological Survey states that graphite has the greatest value as a lubricant in the dry state. The Survey has no table showing relative values." We will add that neither graphite nor talcum should be used in a free state in a magazine. When the magazine has been brushed free of dust, apply graphite (Dixon's No. 635) to the magazine brush and pass the brush into the magazine; rub vigorously the full length of the channels, and when all free graphite has disappeared the channels doubtless are properly graphited. In treating the ears of matrices that have been cleaned with a rubber eraser, rub the matrices with the bristles of the magazine brush on which a small amount of graphite has been deposited, and rub the matrices until they are polished with the graphite. Loose graphite may be blown off with a bellows, or it may be allowed to fall off in the process of sending matrices into the magazine. The foregoing may help prevent others from misusing this valuable medium, for we understand that some operators still put graphite in the magazine from the back end, using a pepper shaker.

Slug Not Up to Standard Condition

An Ontario publisher sends a slug with the following explanation, which does not furnish sufficient details to give a specific reply, hence a line of general instructions: "We enclose a slug which is about the average run on the one machine. Would you kindly advise us what is the cause? We might say that the same metal is used in the other machines, but the work is turned out satisfactorily."

Answer.—We are of the opinion that the quality of the metal is normal. We would suggest that you give attention to the following conditions, some of which will have a bearing on the cause of the trouble: (1) Temperature; do not carry over 550°. (2) Height of metal in pot; keep it up to within one-half inch from top of crucible, but no higher. (3) Cleanliness of plunger and well. Clean plunger daily with wire brush. Clean well with brush or scraper weekly, and

see that both holes in the side well are kept open. (4) Plunger fitting in well properly. Observe when the plunger descends, and note if metal bubbles up perceptibly. If it does, it indicates a worn plunger or well. Order an oversize plunger, .005 inch. (5) Stress of plunger spring. Give this spring its full stress. As you did not state the model of the machine we can not advise method. (6) Ventage and jets of mouthpiece. See that the jets are kept open, and that the cross vents are not clogged. This is important when sharpness of face and solidity of body are desired. As the information you furnished does not state the age of the machine, or the condition of plunger or well, we were obliged to generalize in our reply so as to cover all possible causes for the spongy condition of the slug. The following letter was received in due time: "We wish to thank you for your letter of October 22. We have followed your instructions, and as a result the trouble seems to be removed."

Slug and Sprue of Metal Indicate High Temperature

An Illinois operator submits a slug and some sprues of metal, and asks our opinion of cause of unusual length of sprue and the spongy condition of slug.

Answer.— It is quite possible that the cross vents are too deep or that your metal is hotter than you think it is. If you have a thermometer (J-682) you can determine if your metal is of the right temperature. It should not be above 550°. You may test the depth of cross vents after you have determined the heat of the metal. To do so, wipe mouthpiece with a rag, then cast slug and stop cams just as the disk retreats from the locking studs; open vise and draw disk out; examine sprue for length and observe if there is any sign of leak in the locality of large sprue. If you are satisfied there is no leak and that the cross vents are too deep, you may diminish the outlet a trifle with a sharp punch by crowding the metal on each side of vent toward center of vent just below the line of tangent of the jets. An operation of this kind should be carried out with great care so that the mouthpiece is not harmed. It would be a good plan to see if the pot lever spring is yielding proper amount at casting position, and finally if the antifriction rollers are in good order. This latter condition may be observed by removing pot lever.

Slug Shows Fin on Left End

An Iowa operator sends several slugs which show a slight projection of metal at the left end of slug, outward from the face. He desires to know the cause.

Answer. - Damage or wear on right outside end of left hand liner is doubtless the cause of the fin on slug. There is no recognized remedy for the trouble except to secure a new liner. If your mold cap is warped and does not hold the liner securely, the new liner will soon exhibit the same trouble that you are now having with the old one. You should remove your mold before applying the new liner and scrape both cap and body piece with sharp piece of brass rule to remove any adhering particles of metal that may be attached. The object of the cleaning is to see if good contact is obtained after the new liner is put in place. When the mold is replaced be sure that it is down tight in its pocket. To make certain of this important point, the under side of mold body and the corresponding place in the pocket must be free from dirt or metal. In fastening the mold to the disk, bring the four fastening screws to a light bearing, and then tighten firmly the three cap clamping screws found in the rim of the mold disk, then tighten the four fastening screws as snug as possible. Some machinists drive them up firmly with a piece of brass to insure position. After mold liner is in position take an observation from front of mold toward rear to see if cap is pressing right end of left liner. Hold a light behind mold while examining, and if light is visible between mold cap and liner, with screws firm, it is almost a certainty that mold is warped. A further test with straight edge may prove it. In such a case write us again and we will advise you what to do.

To Apply a Pot Pump Lever Spring

An operator writes that he has experienced considerable difficulty in applying a new pot pump lever spring, and desires to know if there is an easy way of attaching it to the lever and hook.

Answer.— It is quite difficult for one person to apply the spring. Usually the work is done by two persons; one will stand on the pot and column, and with the lower end of the spring attached to the spring adjusting hook the upper end will be drawn upwards until the ring in the spring can be drawn over the front end of the spring lever. In order that the spring may be readily stretched, a stout rope is attached to its upper end, or better still, use the pot lever spring hook (B-414), which facilitates the stretching of the spring, as it has a ring to take hold of and a hook to attach to the ring in the spring. When the upper end of the spring is raised to a point opposite the end of the spring lever, it may be drawn over the end by the assistant, who will stand to the rear of the machine. Owing to the danger he should not use his fingers for this work, but instead he should use the hook of the pot mouth wiper. While this operation is being carried on the cams should stand with pot pump lever in casting position in order that the effort of attaching the spring may be minimized.

Matrix Damaged in Distributor Box

A Kansas publisher sends a damaged matrix with a short explanation, which, however, is incomplete. Our advice as a consequence must be more or less general.

Answer.—The cause of this trouble you are having is more or less obscure, as you do not state whether the ears of a matrix have proper freedom as it is moving along on the top rails from the time it was raised until its teeth engage the rails of the distributor bar. We suggest that you test the distance between the front top and the back top rails in the box by placing a matrix on the rails, noting whether it is tight. It is quite possible at some time or other in removing the distributor box it was taken from its position without the distributor box bolt being turned in its full distance. This operation may sometimes cause a deflection of the front top rail and cause matrices passing thereafter to bind. From your statement regarding the wear on the old matrices coinciding with the mark now showing on new matrices, it would seem to prove that the distance between the front and back upper rails is less than normal. If a test shows the rails are a trifle too close, spring the front one forward a trifle, as this one is usually the one that is at fault. Another possible cause is that the distributor bar and the top rails of the box are not in proper relation to one another, but as you did not indicate what model machine this trouble occurred on we are not certain but that the bar may be a trifle low on the end just adjoining the box. As you are aware, this bar is doweled in position after being adjusted originally. That it could be doweled and out of adjustment does not seem reasonable We suggest that you test distance between top rails and brass strip in bar by raising the back screw and placing the upper ear of a new matrix on the end of the rail and noting how far the upper part of matrix clears the brass strip. Also note at the same time if the under side of the brass strip appears to be worn. A slight clearance only is necessary at this point to allow the teeth of the matrices to enter the proper rails as they pass on to the bar for distribution. These tests you will make are for the purpose of determining at what points the binding is located, so that it can be remedied.



BY G. L. CASWELL

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company,

632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Creating More Advertising

"Father, why is it that our town is not as good an advertising town as D——?" inquired an ambitious newspaper son of an old time county seat weekly publisher.

"I don't know, son; guess we have a different class of business men here; they never were as good advertisers as those in D----."

"Well, I can't see it," replied the son, a stalwart, handsome young fellow recently home from the world war and now taking a hand in the local work, the advertising end and the general rehabilitation of the old family newspaper.

The flash of interest in this subject pleased the father and he afterward encouraged more discussion of the matter, with the result that the young man threw his energy into the business and undertook to "show" the pater that his town was as good an advertising town as others in the State.

A good mat service or two were ordered to go with a new stereotyping machine recently purchased. Prints from the mats were arranged in good order, and with these under his arm the younger publisher occasionally sallied out to talk advertising to some of the local business men. He proved to them that he had something they wanted; he suggested an idea of arrangement of cuts and some appropriate reading matter that would sell goods if they used it. The matter of price was never mentioned except incidentally. He spoke of results - the price then would make no difference. Two extra pages were added in a week or two of this sort of campaigning, and then the style and makeup of the paper did not suit the fancy of the young man. He had been quietly studying the styles of headings and makeups of many papers, some of them leading metropolitan papers. He had discovered one in the East that was not overdone in headings. It was rather conservative for a big daily, and he bought the series of Italian Condensed that made its two line top headings look so nice. Then he set two decks of eleven point roman under this. Four such heads stood out across the top of the front page of the next issue, with a strong twelve point black face Cheltenham heading over the columns between these, and further down the page three more of the large headings in alternate columns, with a pigeon wing of smaller sized double decked heads across the lower third. He made up this page himself to have it just as he wanted it, and the result was a beautiful front page of just the correct proportions for a county seat weekly. It was not overdone, but it was strong and denoted character in the paper. It made people read that page and turn to the others and in the others they found this new illustrated display of advertising that pleased the eye and caught the attention.

Now, in respect to appearance and makeup the young man had a paper equal to the papers in the town of D——. He was still short of volume of advertising to make it equal, but in two weeks' time he had made a sixteen page paper out of the old eight page issue the town was used to, and with the

increased size and better appearance the young man went out to sell his space to anybody and everybody who had any need for advertising.

Just before election he found the political candidates needed advertising. He made up an illustrated political border and mapped the white space off into squares, set an advanced rate per inch to cover the mat and cut service, and went to the candidates of the political party to which his paper was opposed. He sold every one of them a good space and found them pleased with the opportunity to get in. He made friends of them by showing this fairness to them. They bought the whole page for two or three weeks. He then went to the candidates of his own party, who appreciated the opportunity as well as the others, and took a page for two or three weeks. Sixteen pages were now a necessity and the paper showed up in great shape, with a consequent inflow of new subscribers, and prosperity coming on apace. The young man was pleased and proud of his effort to make his town a real advertising town and his paper equal to others in the State. But he was not a whit prouder than was his father, who had watched the proceedings and helped when he could, without trying to take any of the glory of the success.

In the first weeks of this weekly injection of zip into the old paper the young man had demonstrated other sources for extra pages. Taking some friends for an automobile trip to the lakes one day he stopped along the way at some of the amusement places and with an illustrated service and a diagram showing a big spread for "Places to Spend An Outing" he sold some good space to a dozen proprietors who had never thought of advertising before, at least in newspapers. The result was such a snappy, attractive page for the resorts that they were pleased, the readers of the paper were pleased, and the cashier in the office was pleased. He can repeat any time during the season with this program.

Another idea that brought extra fine fruit in creating advertising comes to our attention from Hartington, Nebraska, where the News publisher got an inspiration one day from reading in a farm paper about the numerous breeders of Hampshire hogs. He borrowed a splendid five column halftone cut of a great Hampshire hog, pasted it on a dummy page of his paper, put in a big line of type across the top, "Raise Hampshires for Greater Profits," and then went to his biggest Hampshire breeders with an outline of a page that would boost Hampshire hogs for all his part of the State. Every breeder of this class of hogs he approached with the proposition, within a distance of forty miles, bought a chunk of space about three inches square under the big cut, and made it an attractive feature of the paper for several issues, and at a good profit to the publisher and to themselves.

Creating advertising where no advertising has grown before is one policy that every publisher can undertake with good results. The average business man in the small town or county seat town does not know how to advertise. He goes on the

theory that the big stores will advertise for the whole town and he will somehow get in on the benefits. He can be shown, however, that he can be one of the top liners in the advertising pages of the home paper, just as these Hampshire breeders were shown that they could advertise outside of farm papers and expensive national or state wide publications that gave them no special position.

Creating advertising where no advertising has grown before was the idea that has developed the farm sale business in our newspapers. The farmer has found that with an expenditure of less than one per cent for advertising he can sell ten thousand dollars' worth of farm products and implements in a day. A dealer who could do that would gladly give the publisher four or five per cent. Now through coöperation we wish to see the publisher of each community newspaper urging his farmer friends who advertise sales to use the papers of his competitors in the same county or field. To do this means better friends among the publishers, more success to the farmer with his sale, a pleased lot of subscribers and more money in the bank at the end of the season. With each publisher urging the use of more newspaper advertising for farm sales, there will be created twice or thrice the amount of farm sale advertising, and all concerned will enjoy the profits - the farmer, the auctioneer, the newspaper and the readers.

Suggestions on Getting Subscriptions

A correspondent wishes some information on "Getting Subscriptions for a Country Newspaper." He explains that he is undertaking the task for a paper whose competitor is in the lead

If getting circulation is the task of this correspondent, and there are no strings attached to hold him back, he will first have to use a lot of brains and then some ingenuity. The purchase of a good book on the subject would be a fine idea to begin with, then a study of the community and the newspapers that have the swing there, then a systematic and steady battering at the doors of the homes for admission. He must "sell" his newspaper to the community, but he can not do this unless it has merit, has policy and a sympathetic attitude toward its community affairs. We would suggest first a study of the different localities, with a view to placing correspondents and agents for the paper in each locality with such pay and commissions as would make them work. Premiums might be used, but in most communities they no longer work. Still, many farm papers use them, selling the premiums rather than the publication. Voting contests are still a popular quick method of gaining circulation. We don't like them. sometimes get the subscriptions and the money, but leave sore spots - and a feeling like wool in the teeth of the publisher for having bitten innocent lambs. But they will get circulation if properly conducted, and if managed by conscientious men of standing they may not leave any bad feelings among the publisher's friends afterward.

One thing we would not do, and that is reduce the selling price of the paper. We would rather use premiums than do that, or give whatever reduction possible in the price to agents for working. We have seen good local newspapers ruined by trying the cut price method of getting subscriptions. Even the three months' trial order scheme leaves no real permanent results to the publisher.

If in an agricultural section, our suggestion would be plenty of agricultural news of interest to the community, then an available stockman or farmer, or two of them, who can write news, traveling over the territory as solicitors for the paper. Every visit such a man makes, if he be a man of experience and tact, is an advertisement for the paper he represents. The first visit may not produce more than an acquaintance, the second nothing more than a news story, but in most cases such visits will create interest in the publication and a desire to see

it. Sample copies used with discrimination then get to the right spot — and the subscriptions come with almost certainty on succeeding visits. Vary this campaign as suits the community, and we believe it will work up circulation that will stick and continue to grow.

These are newspaper reading days. We believe the greater part of the public rely upon newspapers for their general reading and news. Where fifteen years ago one newspaper supplied the average family there may now be found two to four in the same household. Not only the news of the day, but the store news, the offerings of conveniences new and promising, farm sale news, markets, foreign news, news of womenfolk, the movies, automobiles, and a hundred other matters that touch the home, the family circle and the pocketbook, make it possible to place any newspaper in any home, no matter what publication is there ahead of it. Circulation, then, is a matter of planning and persistency. It is not an accident, nor a thing that will grow without cultivation. In the vernacular, it is a case of going to it.

Observations

Yes, in answer to an inquiry, we regard a good stereotype casting machine as a wise investment in equipment for a good, progressive weekly newspaper anywhere. The time is coming soon when the use of matrices in a newspaper office will mean more paying business. Indeed, some newspapers are making it a very profitable feature now.

The price of the Houston (Texas) Chronicle, a daily, is \$12 a year, and yet we have the example of dozens of dailies of equal importance and value selling now by mail at \$4 and \$5 a year. When the latter are hit for 8 cent print paper next year they may wake up to the fact that subscription price, and not circulation, counts most in the front office. Why, many local weeklies are now going along swimmingly with a subscription price of \$3 a year, and a lot of them are \$2.50—and all worth it.

Indications are that something has happened to the well laid plans of the newsprint monopoly. They strained the balloon until foreigners have punched a hole in it and let out the gas. Just as in the sugar market the price was forced so high as to attract foreign sugar, so foreign papermakers have seen the opportunity to sell in America and thus take back to Europe some good gold U. S. dollars that have 100 per cent value here and several times that abroad. Two hundred thousand tons of foreign paper is bidding for admission to the United States, outside of the Canadian production. The buyers of print paper may have a word or two to say next year.

In Iowa last year the idea of holding group or district newspaper conferences was tried out with success. The idea has been repeated this year. The Iowa Press Association is back of the movement and in a way reaps benefits by disseminating knowledge of the work of the State association and by a considerable accession to the State association membership. Nebraska has adopted the idea and several other States are taking it up. Recently at the Washington State Press Association meeting at Yakima a committee was appointed to plan an injection of life into the State association. A division of the State into groups of counties and the conducting of a meeting in each group this fall was the prescription the doctors ordered for the rejuvenation of the State association. They did not get to the point of assessing real dues for membership, however, and securing the services of a paid secretary to keep working the pulmotor, as some other States have done. The State University of Washington has been giving this service to the newspapers of that State, and with fairly good results. But, the university can not act as business agent for the newspapers, and that should be one result of good organization.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

La Minerve, Montreal, Quebec.—A handsome paper, remarkably well printed and interestingly made up. Judging from appearances, for we do not read French, there is plenty of good reading matter on the four pages.

Boone County Headlight, Harrison, Arkansas.—The outstanding feature of your paper is the display advertising. Presswork also is good, although the ink is not evenly distributed. Why place the advertisement for the hog breeder

LA FAILLITE DU LIBERALISME NOUS EN SOMMES! Les nations assagies, fatiguees de la l'EN AI PLEIN LE CASQUE!
demagogie libérale, reviennent aux saines idees conservatrices

LE BLOC VA CROULER with adjustable or control of the first of control of contro LE BLOC VA CROULER The product of the production UNE QUESTION ECONOMIQUE

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In 1607E275 suples que clica en la financia de parades de parades en alternacianes. Sir Lotter, purper dans so tun-per à Londres a fait on grand Plage is la provittor de Quelles, de sa malaine et de manastriale. Numer des Capitationes et et au l'Allanie. Nous au au mais par entire de la comment de as merce à seave à define enquir (apprentente en poule de la constitue et la c to be company the frenches for the children continues on a 1-featurable of 1-featurable out rings a smaller in 2-payment onto the power of the children count in communication. Les points due describes pour les communications. Les points des describes pour les communications. Les points des dans acres de saves, point crestion on discussion des saves point crestion of the contract of t whire (promotion do groun-mattered our or print) a que la profilitan que de sun remert. Les trans-mandes et distance, el restroyament frigoristique et a discretición dons l'Allamentons des frances de destri-lamento de la formation de france de destripadent ser les descrite en ...

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This French paper from Montreal, Quebec, looks mighty interesting, yet it might be dull if we could read it. It goes to show what makeup alone can accomplish in making newspapers appear to have a large amount of interesting

on the first page? There was plenty of space available inside the paper. A clean first page is one of the earmarks of a good paper.

The Sacramento Union recently issued its yearly "California State Fair Annual," magazine style, containing 128 pages, 10 by 16 inches. It is well filled with interesting articles pertaining to the Golden State and is profusely illustrated. Editorially and typographically the issue is commendable, but the presswork is very poor.

R. LEE SHARPE, an oid time contributor, who in years past furnished many interesting Southern photographs for this magazine, is now connected in an executive capacity with two very interesting trade papers of Atlanta, The Southern Funeral Director and The Southern Talking Machine Dealer. Spicy makeup and editorial paragraphs, just like R. Lee, make both papers interesting in a high degree.

The Savannah Tribune, Savannah, Georgia.—First page is very good, but presswork, while not altogether bad, could be greatly improved. Advertisements are weak in display; the important points are not brought out in sufficiently large type to attract the eye. There are also too many styles of type in use, particularly as some of them are antiquated and displeasing in appearance. The editor, it seems, has done his job better than any of his assistants in the "back office."

The Bemidji (Minnesota) Sentinel is, as has often been stated in these columns, one of the very finest of "country" newspapers. None that we can think of are better edited or more nearly perfect mechanically. The October 1 issue contains twenty pages, and, to prove that we're not stretching a point to be nice when we say it's "one of the finest," we're showing a reproduction of the first page of the second section (not the news section) and a page of text, to illustrate the character of the advertising display and makeup. You publishers who want "ideas" for the improvement of your papers had better write Editor Mitchell for a copy or two of the Sentinel.

The Bayard Transcript, Bayard, Nebraska.— First page makeup excellent; presswork excellent; makeup of advertisements on "inside" pages excellent, that is, pyramided; paper as a whole worthy of praise. Faults, there are few. Too many type faces result in a lack of harmony in some instances without gain in display effectiveness. A more attractive paper would result if one good display letter were generally used and if the advertisements were surrounded by plain line borders. However, the effect in your paper is not as bad as in

many where a great variety are used, because of the fact that none of the borders are particularly conspicuous and because all of them are quite refined.

One of the most interesting and most attractively printed house-organs of the internal variety, that is, issued for distribution among the employees of a single organization, is *The Telephone News*, published by the Bell Telephone Company of Pennsylvania and Associated Companies. It contains sixteen pages, 9 by 12 inches, and is remarkably well printed. On the back cover of the issue for October appears a halftone illustration of a corn field with the fodder in the shock and with pumpkins scattered over the ground. In an open space a verse from Riley's "When the Frost is on the Pumpkin" appears in reverse, illustration and type making a decidedly pleasing illustrated page.

THOMAS OLSON, Saered Heart, Minnesota.—The News is very good indeed. It is especially well printed. It's a shame to spoil a perfectly good first page, however, with a display advertisement across the bottom, in fact, with any display advertising thereon. The extra large size of the body type looks queer, yet no fault can be found with it, if, indeed, it is not a virtue. Easy to read? Far more so than if the type were smaller. It limits the amount of your reading matter, of course, but you carry considerable for a town of 750 just the same. Presswork is good and the advertisements, although by no means unusual, are satisfactory. Mighty glad to see the pyramid makeup followed in the placing of advertisements.

John B. Knepper, editor of the Carnegie (Pa.) Signal-Item had a very interesting story on the first page of his October 21 issue telling of his experiences in an aeroplane ride. The Signal-Item is a fine paper, the first page being especially well handled, although a few more reasonably large headings would make it appear more interesting. A larger heading should have been placed over the story of the editor's ride through the clouds. He let it go



This is the first page of the Brisbane (Queensland, Australia) Observer, published on the day of the visit to that city of the Prince of Wales. Copies of this edition were delivered to the Prince via aeroplane after he had left the city and before he reached the coast. The banner headline was printed in blue.

through with a single line of ten point bold lower case, although the story was more than a half column long. The advertising could be made more attractive, and the paper consequently improved in appearance, if fewer styles of display type were used, and if plain rules were generally employed for borders. The variety of decorative borders in use, and the different styles and shapes of type, create a disagreeable effect because of the lack of harmony and unity.

W. O. TAYLOR, Archbold, Ohio.— The Buckeye is a good paper; you and your son are to be complimented on its attractive and interesting appearance. The first page could not be improved upon, either from the standpoint of appearance or contents. Advertisements are nicely arranged and forcibly displayed. The compositors have had the good judgment in most cases to emphasize only a few of the strong points in the advertisements and to bring out those points emphatically. Good use is also made of white space, especially in the larger displays, where, of course, there was the greatest opportunity. There is one way in which the paper could be measurably improved with the facilities at your disposal. It is to place the advertisements in an orderly manner by following the approved, and generally followed, plan of the pyramid, grouping the advertisements in the lower right hand corner of each page.

CHARLES W. HENKE, Dassel, Minnesota.—We will say there is no evidence of a bear raid on production in your shop, when one man with only the help that you could give him on the linotype could get out a twenty page issue in the short time you were given. And the paper does not seem to suffer from the slam bang manner in which it had to be put through. That brings us to the

point we want to make: often advertisements suffer from the fact that too much time is spent upon them. They are "dolled up" in frills, weird rule arrangements, etc., until the type is reduced to a mere wheeze. Yours are not that way; they are simple, necessarily so in this issue at least, and they are the better for it. One or two points are enough to emphasize in any advertisement and the plainer the borders selected the better the advertisement will be. The more we look at this paper the more we wonder how you did it, hence we'll put it aside before we begin to doubt your word.

hence we'll put it aside before we begin to doubt your word.

Eustis Lake Region, Eustis, Florida.—The reputation for being one of the best papers in Florida is deserved by the Region. In all departments it measures up to the highest of standards. Most notable of all the good features are the editorial work and the presswork, the latter being clean and legible. Each issue contains a large amount of interesting matter of live local interest, and it is made up in an interesting manner. Advertisements are well displayed and satisfactorily arranged. In fact our only suggestions for improvement concern the placing of advertisements and the use of borders. The advertisements are placed generally without order and would appear to much better advantage— and would make the paper more attractive—if grouped in the lower right hand corner of each page. The appearance of the paper would also be improved if the same style of border were used generally. Few things contribute more to the physical appearance of a paper than the general use of a pleasing border.

H. E. STUCHELL, Indiana, Pennsylvania.— The *Indiana Evening Gazette*, on the whole, is very good indeed. The first page makeup is interesting and the large number of news headings are well balanced. The headings are force-

THE BEMIDJI SENTINE

SECTION TWO

THE BEMIDJI SENTINE

SECTION TWO

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First page of the Bemidji (Minn.) Sentinel, one of the very finest of our "country" newspapers. Good headlines, nicely arranged and well balanced, give the page an effect of order that is decidedly pleasing.

ful and legible. Presswork is not good. While the advertisements are nicely arranged and well displayed, there is a loss of effectiveness because you do not have a good selection of type faces. With the volume of advertising the Gazette carries, a new layout of display type would be not only an advantage in so far as it would improve the appearance of the paper but it would prove an economy at the same time. We mean that the intelligent investment of a few hundred dollars in type would soon be returned in the saving of time. If you had fewer fonts and larger fonts, as you would have if you standardized on the use of one or two display styles, there would not be nearly so much chasing from case to case to find type enough to set a given line or lines. There would be less pulling of sorts. The "Fashion Edition for Fall and Winter" is a good one; it appears that especial care was taken in the setting of the advertisements, as they are generally better than those in the other issues. The leading faults with the advertising display are the use of too many styles of type in single advertisements and the fact that too many points are often emphasized in one advertisement.

The Brisbane Newspaper Company, Brisbane, Queensland, Australia, is a progressive publishing concern, to say the least. Last summer — well, we will let the manager tell you about a big stunt the company pulled off as he told us in an interesting letter accompanying copies of the two papers the company publishes: "The enthusiastic reception accorded H. R. H. The Prince of Wales during his trip through this State (Queensland) has suggested that it may interest you to know the part my company took in the proceedings. We welcomed him by a special aeroplane delivery and our good-by message to him

was sent in a similar manner. On the day of the Prince's arrival we had a special aeroplane delivery of the Courier to the border, and that morning's issue of the Courier was handed to the Prince immediately he landed in Queensland. The border town, Wallangarra, is 223 miles from Brisbane. On the day of his departure the midday edition of our evening paper, the Observer, containing pictures of the event taken that morning and a detailed description of the 'send off' was sent by special aeroplane and overtook the royal train, delivering copies to the Prince at Toowoomba, one hundred miles distant from this



Second page of Bemidji (Minn.) Sentinel, illustrating fine type of advertising display and the advantages in beauty of the general use of one style of type for display. This page, however, carries too much advertising, but it is the only one in the paper that is faulty in that respect. It is shown in order that our readers may see as many of the advertisements as possible.

city." Pretty good, don't you think? The first page of the Observer is reproduced. There was also received in the same bundle a copy of The Queensland Souvenir, a pictorial magazine section printed on enameled stock and featuring illustrations made of the Prince during his visit.

We no sooner write in glowing terms about the stunt pulled off by the big Australian dailies in delivering copies of the paper to the Prince of Wales at the border of the State during his visit there than we pick up a copy of a small town Ohio paper and find the following heading on the first column of the first page: "News is Sent by Aeroplane." The issue of the Minerva (Ohio) News for September 23 was delivered to neighboring towns by aeroplane. But that is not the only thing about that progressive paper which merits favorable comment; it is an excellent publication both mechanically and editorially. Advertisements are exceptionally well handled, both as to display and arrangement, and presswork is excellent. It is unfortunate, however, that display advertisements are allowed to mar the appearance of the first page of such an interesting and progressive paper.

The Inland Printers is indebted to Paul E. Hoopes, the advertising manager, for a copy of the "Progress Number" of The Poland China Journal which, in all the years that the writer has had the privilege of examining notable achievements in the publishing field, is the largest single issue of a periodical he has ever seen. The page size is 8¾ by 11¼ inches and there are 1,026 pages—think of it—exclusive of the cover in the edition. The copy weighs fully 5½ pounds. As the publication is issued twice a month, it followed another by approximately two weeks and preceded the succeeding issue by the same length of time. As the name implies, the magazine is devoted to hogs, and to a single breed of hogs—the Poland China. As near as we can guess from a cursory glance the issue is made up of eighty per cent display advertising and twenty per cent reading matter. We started to count the half-tone illustrations but gave it up as too long a job—the statement is sufficient indication of the great number contained therein. We started out to find one that is poorly printed but gave it up as a hopeless task. The publication is admirably printed—and at that an ordinary grade of stock was used—and the typography, both text and advertisements, is far above reproach. Three institutions are honored by this notable edition, the Poland China industry, the breeders of which supplied the bulk of the advertising; the publisher and his assistants; and the printer. There is no imprint to guide us in naming the printer, but the advertisement of the Frank T. Riley Publishing Company, which appears therein, may be significant, especially since that company specializes in live stock printing.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Gray Tint on Ledger Stock Does Not Take Writing Fluid

A Maryland pressman sends a specimen sheet showing a tint printed three up on a sheet of ledger stock. Marks with writing fluid show that the ink will not take where the gray ink appears strong in solids of tint. The letter accompanying the specimen reads: "Enclosed you will find a check sheet printed from three electrotypes. The trouble is the writing ink will not take. I should like to know what is your method of printing this job."

Answer.—If you have the sheets all printed you will require one remedy, and that is to render the gray tint receptive of the writing fluid. This can be readily done by rubbing talcum powder over the tint impression sheet. The powder being rubbed vigorously into the ink with a piece of absorbent cotton will tend to overcome the repulsion of the fluid ink and permit writing across the tint without serious trouble. Powdered magnesia may be used instead of the talcum powder if desired. If the sheets have not been printed you may correct this repelling tendency in the ink by adding spirits of turpentine to the tint ink. The addition of the turpentine will not alter the tinctorial value of the ink. It would, however, be a good plan not to print up the stock until a satisfactory test has been made.

Wavy Edges on Stock Cause Wrinkles

By a peculiar coincidence, a recent mail brought three letters with specimens showing wrinkled sheets from plate forms. In each instance the work was in two colors. One letter, from a New York printer, follows: "We enclose sample sheet of a cover. After a series of exasperating experiences extending over several months we are unable to get proper results. If the stock is perfectly flat it prints all right, but when it is a least bit wavy the sheet wrinkles at the bottom, as seen on the sample. These wrinkles in a short time damage and eventually ruin the plate. We have tried every device we can think of or that has been suggested. It probably is not necessary to tell you that the large open space permits the stock to 'belly' down, and when the sheet comes to the last edge the heavy, continuous border prevents it from straightening or flattening out. If there is any method to overcome this difficulty we certainly shall be glad to know it. The job is printed on a cylinder press.'

Answer.—It would be quite impossible for us to tell you the precise cause of your trouble. The best we can do is to suggest remedies or to point out causes that others have had. A yielding mount for a solid plate having openings may be a cause. We have seen such a case, and when the plate was remounted the form was finished without further wrinkling. In another instance it appeared that the tympan was more or less yielding, and when a harder one was applied the trouble ceased. The yielding of plate and tympan we believe is the cause of many such troubles. We judge that you have already looked to the condition of the sheet when it is picked from the

guides by the grippers. There should be no wrinkling at this point when the sheet leaves the feedboard. The slightest wrinkle or buckle of the sheet at guide edge may produce a wrinkle at the tail end of the sheet if it can not work out otherwise. We advise that you stop the press after the sheet has passed the guides and observe if any curve in the stock is visible between grippers. Aim to have the guide rests low enough so that no arc is formed by the paper, for this will often produce a wrinkle on forms of that character. Where the fault is not in wrinkles produced by grippers, but is located in plate or tympan, it is harder to eliminate, as the cause is often obscure. We have in mind a case where a pressman of wide experience had a persistent wrinkling of a form printed from a plate mounted on a wood base. Everything possible was done to correct the trouble, but to no avail; finally a solid metal base was substituted for the wood base, and the wrinkles ceased at once. A tympan of tough manila with the make ready covered by a thin pressboard and this pressboard covered with an oiled manila top sheet should be sufficiently resilient to give a good impression and yet not yield enough to wrinkle the sheet.

Printing on Enamel or Gloss Card

A Kansas printer asks how he can print from a wood block or wood type on enamel or gloss finished card without the ink peeling the surface of the card.

Answer.— The peeling of the surface of the stock is not always general, but at the point which separates last from the form. If this is the case the special grippers with extensions will help, as they can be arranged to make the separation of sheet from form simultaneous at all points. If the picking, however, is general it is doubtless due to the use of too tacky an ink, or the speed of machine is greater than it should be. If the ink is at fault send a sample of card to the ink dealer, stating what you desire. He will furnish you a soft ink. If this ink is used with good judgment and you do not operate your press too fast you should have no trouble. Do not reduce ordinary inks; it makes them too weak, as you have already noted.

Blotter Printed Neatly

A California printer submits a neatly printed blotter, and asks plan to print a long run. He also wants criticism on presswork.

Answer.—We suggest the following: If you have a long run and enough time, it is advisable to print four or six up, if size of press permits. Have stereotypes or electrotypes if you are unable to print from linotype slugs. Make ready with a hard tympan, and use a soft ink. Make provision for an occasional wash up as the lint from the stock fills up the form. A plain rule border of two or three point face with nicely joined corners will set off the text to better advantage than the borders that are used. Besides this, it is easier to print. Except that the colors are a trifle speckled, the blotter is an attractive advertisement and one you can well feel proud of.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Art Simplified"

Art has for some time been considered as one of the essentials in modern business. Indeed, as a writer once said, "Industry without art is brutality." It is important, therefore, that due attention be given the subject as it relates to the industrial world. For several years the book, "Art Simplified," has been regarded as one of the best text books published on commercial art. A copy of the second edition, which was recently received by THE INLAND PRINTER, has among the features which made the first edition notable, a number of additional illustrations and a hand painted color chart for the scientific study of color, which greatly increase the value of the work. Students, teachers and professional artists will find much of value in this volume.

"Art Simplified," by Pedro J. Lemos and John T. Lemos. Published by The Prang Company, 1922 Calumet avenue, Chicago, Illinois.

"Technique of Practical Drawing"

Time was when an artist scorned to do what is termed "commercial" work. But now we are told that even the president of the English Royal Academy draws pictures for a soap firm, and in our own country some of the most prominent names in the art world today appear on advertising illustrations. Commercial art is becoming more and more popular as a field for artists, and since the success of the drawings for advertising purposes depends upon their reproduction, it is important that the question of technique be given consideration. In the case of the artist who draws for reproduction, the original picture is only the first step in a series of operations. Few art schools consider this phase of artwork to any great extent. The need is now filled to a large degree by a book entitled "Technique of Practical Drawing." In this work, after a brief introduction to the possibilities of the field of commercial art, separate chapters are given on the technique of the pencil, pen and brush. Numerous illustrations clarify the text, and the entire 150 pages are packed with live information for aspiring commercial artists. Printers, as well as artists, should read this book.

"Technique of Practical Drawing," by Edward S. Pilsworth. Published by the Macmillan Company, New York city.

" Making Advertisements - and Making Them Pay"

In this book the author takes off his coat and comes right down and rubs elbows with his audience. There's none of your highbrow, I know it all attitude with him. Does he split hairs over the psychological effect of an advertisement if read on Sunday morning between the hours of 9 and 11? Not hehe simply uses common sense; in fact, gives an entire chapter to this very subject. The book is as interesting as your favorite magazine, and the arguments for sensible advertising are sound and convincing. Although this is a business book, it won't bore you. For instance, read this extract from the chapter on "Atmosphere":

The people who most thoroughly realize the importance of atmosphere in advertisements are those who are selling high priced merchandise. . . . They like the restraint and stateliness of Bodoni, the delicacy of Kennerley or its sisters, Goudy and Cloister Old Style, and at times they are in the mood for the absolute purity of Caslon Old Style No. 471. Occasionally they go wild—reaching out after some of the decorative types whose originators must have set themselves the task of designing the most intricate possible network of fine lines. Certainly they never could have intended their handiwork to

Then here's another one that ought to arouse the interest of a few of us who are so bold as to suggest that typography should have a more important place in an advertisement than to fill a space fenced off by the artist and labeled "Type":

to fill a space fenced off by the artist and labeled "Type":

These days very few intelligent advertisers need to be sold on the idea of hand composition by an outside job printer. But occasionally one encounters a man who demurs at paying the price of having his advertisements properly set.

Such men as Will Bradley, Benjamin Sherbow, Everett R. Currier, and one or two other specialists in typography have done an incalculable service to advertising in educating advertisers to want and expect and be willing to pay for typesetting that is pleasing to look at and easy to read. They have been the landscape architects of the printed advertising page. Fortunately their example has been an inspiration to many other men who have the sense and taste to give typography the serious, conscientious attention that it deserves. And, unfortunately, their example has also attracted a lesser group of those who in another profession would be called quacks. Apparently it seems very easy to sit in a large, airy office and charge fees for doing nothing but arranging type without even touching it. But the results of the work of the real ones are the surest indication of the tremendous amount of technical training and natural surest indication of the tremendous amount of technical training and natural surest indication of the tremenous amount of technical training and natural taste that this new and uncrowded profession requires. Typography is especially commended to the attention of the man with an ambition to enter the advertising business by a door that still stands wide open.

The most successful typographers have small patience with beauty for beauty's own sake. A long paragraph entirely set in capital letters and properly

placed upon a page with wide margins of white space may be a delight to the eye, but it is infernally hard to read. And since the first requirement of an advertisement is to get itself read, an advertisement which is simply a beautiful

design is not a good advertisement.

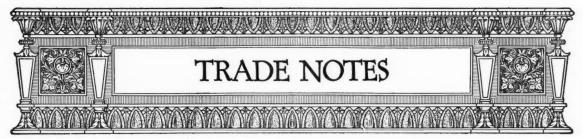
Typography's big service to advertising is in making advertisements to read—by the choice of type, by proper spacing between words and lines, and by using the right size of type for the eye to follow with comfort and pleasure along a line of any given length.

The author is a practical advertising man, but he has not allowed himself to become technical. His book holds the interest without being "breezy"; it is instructive without becoming tiresome.

"Making Advertisements - and Making Them Pay," by Roy S. Durstine. Published by Charles Scribner's Sons, 597 Fifth avenue, New York city.

INITIATIVE

Initiative means the desire and the ability to think up a better and easier way to do your work. It means using your head as well as your hands. The efficiency of an organization can never mean anything else than the efficiency of the human beings that compose it. We are not only workers together, we are thinkers together. It's not machinery that wins, it's not the scheme or management that wins, it's not the work that wins, so much as it is the brains behind all these. And when every worker is thinking and planning how to use all his skill, cleverness and intelligence in making everything he does count for the most, he is more than a laborer, he is a craftsman.—Dr. Frank Crane.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Supplymen Hear Advertising Expert

James A. Davis, manager of the Advertisers' and Investors' Protective League, was the speaker of the evening at the monthly meeting of the Printers' Supplymen's Club of Chicago on November 5. He told of the work of his organization in protecting the public from fraudulent advertisers. His address was listened to with a great deal of interest by the supplymen, and some new angles were given on the subject of advertising.

New York Salesmen Plan Big Entertainment Program

The Printers' Supply Salesmen's Guild of New York is planning to hold four big affairs during the coming season. One of these will be the annual dinner dance to be held Thursday evening, December 9. The first was a dinner and vaudeville entertainment held on November 4; another will be an entertainment in conjunction with the Craftsmen Club, and the fourth will be an entertainment for the New York Employing Printers' Association. The recording secretary, Meyer F. Lewis, 41 Park Row, New York city, will be glad to furnish further information to interested inquirers.

Apprentices Wanted at Bureau of Engraving and Printing

The United States Civil Service Commission has announced examinations for the positions of apprentice plate cleaner, apprentice transferrer, apprentice picture engraver, and apprentice letter engraver, these examinations to take place on December 10, 1920, and January 19, and February 23, 1921. Applicants should write to the Civil Service Commission, Washington, D. C., asking for Form 304 and stating the title of the examination desired.

School of Journalism for Chicago

Through the coöperation of the *Chicago Tribune* and the Northwestern University, a school of journalism is to be established within the next few months in Chicago. The new school will be the only metropolitan newspaper training institution west of the Alleghenies, and is to be known as the Joseph Medill School of Journalism, in honor of Joseph Medill, former editor of the *Chicago Tribune*. The school will have not only the hearty support of the *Tribune*, but active coöperation from the other Chi-

cago papers. Announcements will be made in the near future as to the head of the school as well as the members of the faculty. All will be persons thoroughly versed in newspaper work. The outcome of the venture will be watched with interest.

An Estimating Chart

Layout men will appreciate the estimating chart recently issued by the Superior Typesetting Company, 732 Federal street, Chicago. By comparison of a line of typewritten copy with any of the 132 monotype faces or 104 linotype faces shown on the chart, it is the work of but a few minutes to determine how much set matter the copy will make. There are various questions that come up in the ordinary course of work in the solving of which this chart would be useful.

Fifth Volume in Warren Service Library Appears

Warren's Printone is featured in Volume 5 of the "Better Paper — Better Printing" series of sample books being distributed during 1920 by the S. D. Warren Company. This paper is particularly adapted for the reproduction of photographs in horticultural and gardening publications, and several typical specimens of such halftones appear in the book. Type arrangements likewise present a pleasing appearance on Printone, as will be seen by examining the specimen pages. Extra copies will doubtless be furnished the trade by the manufacturers at Boston, Massachusetts.

Seventh District Typothetæ Convention at Springfield, Ohio

One of the most enthusiastic gatherings of printers was held in Springfield, Ohio, November 8 and 9, the occasion being the convention of the Seventh District Typothetæ Federation. Employing printers from the States of Ohio, Kentucky, West Virginia, and Indiana attended and were enthusiastic in their praises of the sessions. Over a hundred delegates registered for the meeting, and there were numerous others from Columbus and Dayton who came to Springfield to attend the Monday evening session. The program reads like a convention of the national organization, such men at W. J. Eynon, Julian Wetzel, "Dad" Mickel, E. J. McCarthy, and others appearing on the program for addresses. Much credit is due Allen Collier, president of the federation, for the success of the convention.

Porte Is Secretary of Salt Lake City Employers

R. T. Porte, a regular contributor to The Inland Printer, and creator of the characters, Jefferson Bell, and his co-workers, John Smith and Mamie, has recently been honored by re-election as secretary of the Ben Franklin Club of Salt Lake City. He is no novice in organization work, and we prophesy continued success for the work of the club.

Joseph A. Borden Goes With A. W. P. Company

Joseph A. Borden, until recently general secretary of the United Typothetæ of America, has joined the forces of the American Writing Paper Company as sales service director with headquarters at the general offices of the company at Holyoke, Massachusetts. In his new connection Mr. Borden will maintain a contact with the paper merchants of the country and will have a prominent part in spreading the advertising campaign of the manufacturers of "Eagle A" papers. His friends in the printing fraternity will join The Inland Printer in wishing him success with the American Writing Paper Company.

Evening Classes in Printing

Harry E. Milliken, supervisor of the printing department of the Worcester Boys' Trade School, Worcester, Massachusetts, has favored the editor with a copy of a folder announcing the evening classes in printing for 1920-21. An interesting program is offered by the school for the work of the term, giving the ambitious journeyman or apprentice an opportunity to perfect himself for future advancement. A series of talks has been prepared, to be given by local men who are leaders in their respective lines, and covering a wide range of subjects directly connected with the trade. The series has the cooperation of the local Typothetæ.

Estey with James H. Rook Company

Charles L. Estey, until recently director of publicity of the United Typothetæ of America, has been engaged as advertising and sales counselor of the James H. Rook Company, Chicago. Friends of Mr. Estey will be pleased to know that his efforts will continue to be directed for the benefit of the printing business.

Printers Guests of American Writing Paper Company

The members of the Boston Club of Printing House Craftsmen and members of the United Typothetæ of America from Springfield, Worcester, Northampton and nearby Massachusetts towns, were guests of the American Writing Paper Company at its general offices at Holyoke. Inspection trips through Linden and Gill mills and the department of technical control, to witness the process of paper manufacturing and watch the experimental work in the laboratories of the company were features of the entertainment. The latest publication of

Weeklies—the largest agricultural publishing plant in the world. The administration or office building, three stories high and 160 feet in width, is faced with white terra cotta and is one of the show buildings of the capital city of Iowa. The mechanical building, immediately adjoining, is 60 by 200 feet, seven stories high.

C. D. Traphagen's Generous Act

Ex-President C. D. Traphagen of the United Typothetæ of America, although at one time prominent in the organization of master printers, has not in recent years taken as active a part as many of his friends would like. However, he is always to the

sition." In this day and age the usual procedure is to pay just what the law provides in cases of accident, so when the opportunity occurs to commend a generous act, why not do so?

Frank N. Hoen, Famous Lithographer, Passes Away

Frank N. Hoen, of A. Hoen & Co., lithographers, of Baltimore, 'has just passed away in his sixty-second year. Mr. Hoen took an active interest in every cause for the improvement of Baltimore. He was president of the Merchants' and Manufacturers' Association, and as president of the



Boston Club of Printing House Craftsmen on Pilgrimage to Mills of the American Writing Paper Company.

the American Writing Paper Company, "Discovering New Facts About Paper," was distributed to the visitors,

James M. Pierce

James M. Pierce, publisher of the *Iowa Homestead*, Des Moines, Iowa, *The Wisconsin Farmer*, Madison, Wisconsin, and the *Farmer and Stockman*, Kansas City, Missouri, died at his home in Des Moines, November 1. Death was due to a sudden heart attack.

Mr. Pierce was one of America's most conspicuous figures in agricultural journalism. He was born in Richland county, Ohio, May 9, 1848, and as a boy he served as an apprentice in the printing office of the Shield and Banner, Mansfield, Ohio. At fifteen he enlisted in the Union army, being mustered out with an honorable discharge in 1866. Soon afterward he located on a farm in northern Missouri, later becoming owner and editor of the Grant City (Mo.) Star. Ambitious to enlarge his field he soon bought the Hopkins (Mo.) Journal, the Taylor County (Iowa) Republican, and the Osceola (Iowa) Sentinel. These he edited and published until 1885, when he moved to Des Moines and purchased the Iowa Homestead. In 1893 Mr. Pierce purchased two other farm weeklies, The Wisconsin Farmer, Madison, Wisconsin, and the Farmer and Stockman, Kansas City, Missouri. He successfully developed these along the lines of the Homestead.

In 1913 Mr. Pierce began the erection of the present plant occupied by Pierce's Farm fore, because he is a natural born leader. Lincoln, Nebraska, is his home town, where he is a power for good.

Several years ago he was one of the commissioners who worked on the new workmen's compensation law before it became a part of the statutes. He did the best he knew how, and there has never been a voice raised in protest as to the fairness of the law. On September 21 occurred the first fatal accident in the State Journal plant in forty-one years. Chester B. Bissell, the assistant engineer, was killed in the engine room. Under the existing law Mr. Traphagen's company would be required to pay \$150 funeral expenses and \$15 a week to the widow for 350 weeks.

This is what the concern did: It paid \$533.50, covering all the expenses of the funeral; then it paid \$1,575.45 to discharge the mortgage on the widow's home. And it will also pay compensation at \$15 a week for 350 weeks. Mrs. Bissell, the widow, has two small children, one less than a year old. She has a neat, pretty cottage, clear of debt, and while nothing can be done to make up for the loss of her husband, the Journal company reduced the burden she is to carry as much as it was humanly possible.

A few hours after the accident, Mr. Traphagen said: "You can talk all you please about the industry bearing the burden of its accidents, you can write columns for newspapers and magazines about the theory and justice of the compensation law, but when one of those fatal tragedies comes home direct to you, it is a different propo-

Board of Trustees of the Maryland Institute he gave much of his time to the encouragement of art among students and among the general public.

The firm of A. Hoen & Co. was established before the Civil War by August Hoen, an uncle of Frank, who became a member of the firm in 1884. The Hoen firm was one of the pioneers in lithography in America, and many of the processes in use today were developed by its members. The present plant is at Chester, Chase and Biddle streets, Baltimore, with a branch in Richmond, Virginia.

Joseph T. Mackey Honored

Joseph T. Mackey, treasurer of the Mergenthaler Linotype Company, completed the twenty-fifth year of his service with the company on November 6. This date gave his friends the opportunity to arrange for a celebration in his honor, and as a token of the esteem in which he is held by his associates about four hundred employees of the Mergenthaler Company gathered in the dining room of the new matrix building in Brooklyn to express their appreciation of Mr. Mackey and to help make the day one to be remembered for some time. To judge from reports which have come to THE INLAND PRINTER editorial rooms their efforts were not unsuccessful. Just to make doubly sure that the day would not soon be forgotten, a chest of silver was presented to the guest of honor, on behalf of the office organization with whom Mr. Mackey is associated. In the evening a dinner was given to him in the Engineers' Club, where

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the good wishes and expressions of esteem were continued. Mr. Mackey rose to his present position by progressive promotions, and was elected treasurer of the Mergenthaler company in 1917 after the death of Mr. Warburton, whom he had served for many years as assistant.

New Manager for Chicago Branch of Jaenecke-Ault Company

James M. Alden, who has recently been appointed western manager of the Jaen-ecke-Ault Company, with headquarters in



James M. Alden.

Chicago, is well known throughout the Middle West. He is a practical printer and newspaper man, having been owner and proprietor of two weekly papers, the Duran Clipper, Duran, Illinois, and the Genoa Republican, Genoa, Illinois. In 1901 Mr. Alden went with the Western Newspaper Union, traveling out of the Chicago office and later as a representative of the branch at Wichita, Kansas. Since 1906 he has been selling printing inks, and during that time has traveled several thousand miles in covering the States of Michigan, Indiana, Iowa, and Wisconsin. Mr. Alden is now established in Chicago, where he will be glad to meet all his old friends of the trade and also welcome many new ones.

Printers Meet with Paper Mill Superintendents

Printers and pressmen were given an opportunity to air their views regarding the paper situation at the semi-annual convention of the American Pulp and Paper Mill Superintendents' Association, held in Chicago November 12 and 13. The sessions held on Friday and on Saturday forenoon were for the benefit of the members and those particularly interested in the manufacture of paper. Saturday afternoon three sectional meetings were held - one for boxboard superintendents, another for the superintendents of chemical pulp mills, and the third especially for printers. N. A. Altmann, of the Research Department of the Butler Paper Corporations, gave a talk

on "The Relation of Air Volume in Paper to the Halftone Dot," F. A. Barmeier, chemist with the American Printing Ink Company, spoke on "Standardization of Paper and Printing Ink," and the last paper was read by Christen Olsen, superintendent of the Manz Engraving Company, Chicago, on "The Service Expected by the Buyer of Printing." A general discussion followed, and the direct result of the meeting was a better understanding between the paper mill superintendents and the printers.

Kable Brothers Company Shares Profits with Employees

Instead of the directors of Kable Brothers Company, Printers, Mt. Morris, Illinois, "cutting the melon" for their own particular benefit, the employees have been given a share in the profits along with the stockholders. Recently \$13,145.44 was divided among 105 employees ranging in sums from \$48.48 to \$237.81, depending on the number of hours worked during the year, the amount of wages received, and the number of years of continuous service. This plan of dividing excess profits with employees on a "fifty fifty" basis was adopted at the annual stockholders' meeting held in October, 1919, going into effect at once, consequently this year's distribution was the second to be made. The object is to increase production and efficiency by securing friendly coöperation of the employees and to reduce the labor turnover. It is significant that 105 participated, against only 75 on the 1919 list, and that of the 75 of last year the names of all but six appear on the new list. Of these six, the company says

that not one left to secure employment in another printing plant, which goes to show that they were not attracted to some other plant by a promise of higher wages or different working conditions. The revised rules applying to this profit sharing plan are given in an extended article appearing in the Mt. Morris Index for October Extra copies doubtless be furnished to interested persons who apply to the editors.

Proof of the growth of Kable Brothers Company is shown in the annual report for the fiscal year ending September 30. Total sales were \$611,825.22,compared with \$332,402.09 for the previous year, an increase of nearly seventy-five per cent.

At the annual meeting it was voted to increase the capital stock from \$250,-

000 to \$500,000 to provide for future expansion. It is planned to build another addition in the near future to consist of an extension of the main factory part of the building the same size as the original plant, and making a total of 17,280 square feet of floor space.

A New Quoin Key for Printers

The Adzit Printers Supply Company, Grand Rapids, Michigan, has recently placed on the market what is said to be one of the most radical improvements in quoin keys that have ever been made. The handle is made to fit the hand, with a small hammer on one end and a furniture spreader on the other. It has a removable steel bit, either end of which may be used. The key is furnished with two extra bits, giving the wear of six keys. Extra bits may be purchased at any time afterwards for the same handle.

The company that manufactures this new quoin key also announces that a modern machine shop has been installed as an addition to the business. This no doubt will promise to be a big asset to the printers of western Michigan. Aside from manufacturing articles of its own invention for the printing trades, the Adzit company is prepared to repair or rebuild printing machinery of every description.

Chicago Lithographing House Acquires Milwaukee Plant

An announcement of importance and interest to the lithographing industry is the report of the sale of the Milwaukee Lithographing Company, Milwaukee, Wisconsin, to the Edwards & Deutsch Lithographing Company, of Chicago, for a cash consideration of nearly a quarter of a million dollars. The latter concern is a leader in the production of lithography, and the Milwaukee firm has likewise enjoyed an enviable reputation for quality.

The plant of the Milwaukee Lithograph-



Upper left—Chicago Plant of the Edwards & Deutsch Lithographing
Company. Bottom—Recently Acquired Milwaukee
Plant. Inset—Joseph Deutsch, President
of Both Companies.

ing Company is located in one of the most desirable sections of the city, at 2101-2113 Sycamore street. Among the tangible assets involved in the transaction may be named \$44,000 worth of paper actually in stock, \$11,500 worth of ink, and other supplies and property in like proportion.

The business was established in 1852 by Henry Seifert, a pioneer in American lithography, who came to this country from Germany a few years before that time. It is reported that the Edwards & Deutsch Lithographing Company will operate the Milwaukee plant along the same general lines

Handsome Sample Book Issued by B. D. Rising Company

THE INLAND PRINTER

Housatonic Bond is effectively shown in a recent sample book issued by the makers, the B. D. Rising Paper Company, Housatonic, Massachusetts. All of the weights



Cover Design of New Sample Book of the B. D. Rising Paper Company.

that have been followed in the past. Through the purchase of the Milwaukee plant it will now be possible to transfer work from one plant to the other as necessity arises. It is the intention of the company to maintain its headquarters in Chicago, where the purchasing departments of both plants will also be located. The name of the Chicago plant will remain the same, but that of the plant at Milwaukee will be changed to the Edwards & Deutsch Milwaukee Lithographing Company.

Joseph Meadon, New President of Direct Mail Association

Joseph Meadon, president of the Franklin Press, Detroit, was elected president of the Direct Mail Advertising Association at the recent convention held in Detroit. He is an Irishman by birth, coming to the United States twenty years ago, as he expressed it, "to take a post graduate course." Since coming to the country, however, he has become so absorbed in American methods that he says a return to Europe is out of the question. Mr. Meadon was for a time publication manager of the Architectural Builders' Association of New York, and later general superintendent of the Republican Publishing Company, Hamilton, Ohio. Here he founded the "Graphic Arts and Crafts Year Book" and edited it for four years.

In a recent statement regarding the outlook for the direct advertising field, Mr. Meadon said, "I expect that we will produce a million dollars' worth of printed advertising during 1921, and seventy-five per cent of it will be direct by mail."

In connection with the convention were a number of educational exhibits representative of important branches of the printing industry. Papermaking processes were featured, as well as photoengraving, stereotyping, electrotyping and offset processes. from Substance No. 9, especially designed for aeroplane mail, to No. 28, suitable for deeds, legal documents and the like, are shown to advantage in this compact book, a copy of which was sent to The Inland Printer for examination. In addition to furnishing Housatonic Bond in the standard sizes for ordinary printing, it will doubtless prove of interest to many of our readers to know that it can be obtained in rolls for tracing papers, map bond, and other like purposes, and also boxed in the form

of stationery. Not the least attractive feature is the cover design which is shown in these columns. Much of the beauty of the original is lost in our one color reproduction. The decoration appears in black and white, with the Indian's head in colors.

Miller Saw-Trimmer Instruction Book

The Miller Saw-Trimmer Company is distributing to the trade the latest Miller Saw-Trimmer Instruction Book. This is supplemented by three printed sheets giving the number of every

Miller saw-trimmer part, including parts for the router and jig saw attachment. Careful study of the instruction book by the men who operate the saw will broaden their knowledge and increase the scope of usefulness of these machines. When repair parts are desired their numbers can be readily ascertained from the printed sheets. Extra copies will likely be furnished on application to the nearest selling house of the company. Owners and operators of the Miller Saw-Trimmer should have copies for reference.

New England Printing Exhibition Closes

Saturday, November 20, was the closing day of the printing exhibition, after a two weeks' stay in Boston. As explained in the November issue of The Inland Printer, the exhibition was in two sections—the American Institute of Graphic Arts display which has been on tour of the country for the last six months or more, and the printed matter shown by New England printers. It is estimated that over fifty thousand people interested in the graphic arts visited the exhibition while it was in Boston.

The Premier Register Table

Every printer realizes that there is ordinarily a large amount of waiting time on cylinder presses, due to delays in getting an O. K. for position. This time is a loss, and any device that will eliminate a part of this lost time will be welcomed in the printing plant. The Premier Register Table has been perfected as a simple and rapid lineup device. Ease of operation, speed, and accuracy are the chief characteristics claimed for it.

The press sheet for lineup is laid on the glass top, with the gripper edge flush against the base bar at the front edge of the table, and clamped securely by catches in the bar. The sliding parallel bar is then used for drawing the horizontal lines, measurements being obtained from the steel rules at either end of the table. The vertical lines are drawn across the width of the sheet by means of a T-square which slides along the base bar. For registering backup the illuminating compartment is lighted. Illumination is said to be sufficient to make the



heaviest paper translucent, bringing every printed line into bold relief. The accompanying illustration gives a good idea of the appearance of the table.

The body is made of oak, and all steel parts are machined and nickeled. The table, which measures 42 by 54 inches over all on the top surface, is built with an inclined top, which is of heavy plate glass.

An illustrated folder and complete information may be had by writing to the Premier Register Table Company, 107 West Canton street, Boston, Massachusetts.

THE INLAND PRINTER | WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR,

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

Vot. 66.

DECEMBER, 1920.

No. 3

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

and prompt remittance made for all acceptable matter,

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.;

National Editorial Association; Graphic Arts Association Departmental of the
Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of
Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of The Inland Printer as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfii honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause

FOREIGN AGENTS

FOREIGN AGENTS

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
P. T. Wimble & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South África.
A. OUDSHOONN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

CHRISTMAS GIFT? — None gives better satisfaction than a good book. "Seven Legs Across the Seas" (by Samuel Murray), foremost travel book, would be much relished, with its entertaining comment on life in foreign lands. Special price to printers, \$2.00 (postage prepaid); selling price, \$2.50. Order from publishers, MOFFAT, YARD & CO., 31 Union square West, New York

BUSINESS OPPORTUNITIES

OFFIČIAL NOTICE.—In compliance with Section 22 B, Constitution and By-laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Nebraska, blanks, blank books, stationery, advertising, leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1921 are invited. Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Bldg., Omaha, Nebraska, and will be submitted at the first meeting in 1921 of the Sovereign Executive Council. It being understood that should any or all of the bids submitted be unsatisfactory they may be rejected and proposals again invited. W. A. FRASER and JOHN T. YATES, Supply Committee, Sovereign Camp.

ADVERTISER will sell half-interest in small job printing office in a rapidly growing Southern city; has two-revolution cylinder press (Scott), three jobbers, electric motor, etc.; turns out excellent work; business established several years and growing; fine climate. B. F. ADAMS, 371 Hart av., Detroit, Mich.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALESBOOK CO., Chicago.

JOB OFFICE FOR SALE — Good business in best winter resort in Florida; price, \$6,500 cash. T. R. PUCKETT, West Palm Beach, Fla.

R SALE — New York State county seat weekly; a money-maker; will take money to buy it. D 254.

FOR SALE — Good established job printing office in Indiana county seat; price, \$3,500. D 224.

FOR SALE

WE CARRY a large stock but list a few of our good machines we have for sale: 50 by 74 Cottrell late style: 44 by 62 Cottrell; 44 by 62 two-color Miehle; 44 by 62 two-color Huber-Hodgman; 44 by 62 one-color late model Miehle; 44 by 62 first model Miehle; 39 by 52 Huber heavy four track, four roller, front fly delivery style; 33 by 45 Brown Togo job folder; 40 by 56 Omaha front delivery attached folder; 25-inch Emmerich & V. pebbling machine; 51-inch Kohlbach bronzer — sheets go straight through; 29 by 42 Scott and 27 by 40 Swink fine two-revolution cylinders; 8 by 12, 10 by 15, 14½ by 22 C. & P. presses; 12 by 16 Seybold Duples trimmer; four 10 by 15 Kirkmans and one 12 by 18 Humana feeders; 11 by 17 Auto press; 30-inch National and Perkins rotary perforators; 25 by 32 Potter full-page proof press with inking attachments, feed and delivery board, grippers and auto trip; 44 by 60 Potter and Century cylinder cutters and creasers; 25 by 41 Harris two-color sheet-fed rotary press for paper boxes or cardboard signs. We sell new and overhauled machinery, and invite you to write us your wants, or the machinery you wish us to buy or sell for you. WANNER MACHINERY CO., 714-716 S. Dearborn st., Chicago.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; three Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder latest improved 30 by 20 inch one-color roll product wrapping paper press, good as new, immediate delivery, bargain price. GIBBS-BROWER CO., 261 Broadway, New York city. Telephone, Barclay 2080.

PRINTERS: THIS IS YOUR OPPORTUNITY — Must be sold at once. I have several PRACTICALLY NEW, right up-to-date Babcock Optimus two-revolution presses; exceptional BARGAIN if purchased before removal; these presses have bed 45 by 63 and will take a 44 by 60 sheet; possess every modern improvement including geared angle rollers with vibrators, extension delivery, counter, slitter and motor base. Also 60-inch MODERN DEXTER auto power paper cutter; 57-inch Oswego Auto pinking machine with 50-foot extension table and electric cloth cutter; several Sheridan large embossing presses. Write at once, as I must vacate premises. D 258.

Megill's Patent SPRING TONGUE GAUGE PINS



OUICK ON Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr 60 Duane Street

NEW YORK From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



VISE GRIP Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE—PRINTERS AND LITHOGRAPHERS AND BINDERS EQUIPMENT AND MACHINERY: 2 power paper cutters; 3,000 paper drying racks; 1 small type cabinet and contents; 1 wire stitcher; 1 cutting knife grinder; 1 paper and cardboard shears; 1 book press and backing machine; 1 foot power numbering machine; 1 sewing bench; 1 ruling machine (Hickok); 1 roll roughing and embossing machine 30 inches wide with 5 different patterns of top rolls and 3 bottom rolls. EDWARDS & DEUTSCH MILWAUKEE LITHO. CO., 2101 Sycamore st., Milwaukee, Wis. Telephone, West 4630.

FOR SALE — Two Cottrell sheet-feed rotary presses, with feeders, motors and controllers; Cottrell magazine rotary press, delivering two sheets 33 by 45½; Cottrell 64-page magazine press, 6¾ by 9¾, two colors; 9 by 12 Guilberg & Smith gathering machine with wire stitchers; 7 by 10½ Sheridan bookbinding machine; Hoe two-color direct rotary litho press; Hall offset rotary press; and many other high-grade machines. Let us know your needs. BAKER SALES COMPANY, 200 Fifth av., New York city.

FOR SALE — One Harris S-1, 13 by 19 sheet; two Harris E-1 envelope presses; one John Thomson Laureate press; one Model C John Thomson; one 14½ by 22 Chandler & Price; one Miehle press 5/0, 45 by 65 bed; 2 Miehle two-color presses 45 by 55 inch; two Regina two-color presses, 6 by 6. JAMES L. BECK, 214 West 34th street, New York.

FOR SALE — One Dexter folder 35 by 48, Serial No. 5574, in good mechanical condition, \$1,000; terms if desired; also one Hickok ruling machine, two beam stacker, 38 inch between rails, in first-class mechanical condition excepting blanket, \$1,080. Above bargains f. o. b. our plant. THE MANUFACTURING STATIONERS, INC., Phoenix, Arizona.

FOR SALE — About 4,000 pounds useful type faces, 6 to 72 point; full cases; used for stereotyping only in large newspaper display ads.; also California job cases and racks with steel runners. For particulars, address WESTERN PRINTING MACHINERY CO., 1214 Pine st., St. Louis, Mo.

JOB PLANT now in newspaper office; good location; plenty of work; equipment new with variable speed motors; Optimus 25 by 38 two-revolution, Colts 14 by 22, Pearl 7 by 11, Seybold automatic power clamp cutter, Rosback stitcher, perforator, puncher, job type, etc. GAZETTE, Lancaster, Ohio.

FOR SALE — John Thomson embossing press 12 by 18, now running and in first-class condition; also a Seybold upright power embossing press 22 by 28, in first-class condition and now running. THE ROSE COMPANY, 804 Sansom st., Philadelphia, Pa.

FOR SALE — One Dexter folding machine, size 21 by 28, and 30 by 49, two feed boards; folds sheet 32 by 44; No. 3042: in good condition; a bargain at \$850; first check gets this. A. H. CATHER PRINTING CO., Birmingham, Ala.

FOR SALE — One Harris Automatic press, 15 by 18, nearly new; all feeds with an Automatic sheet feed and all special attachments; a bargain. For information, address SCHMEER'S PAPER BOX COMPANY, INC., Syracuse, N. Y.

FOR SALE — Printing office; one Gordon medium, 250 fonts of type, cutter, perforator, stitcher, etc.; centrally located; ground floor, low rent; established 25 years. H. A. PERSHING, South Bend, Ind.

FOR SALE — Three Falcon presses, 10 by 15, Crown Folio size. For full information, address PURCHASING DEPT., Continental Paper & Bag Mills, 16 E. 40th st., New York city.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send for samples and prices. HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE — Whitlock cylinder press with Dexter comb pile feeder, bed 22 by 28; too small for present use. ARROW PRINTING CO., INC., 296 State st., Rochester, N. Y.

FOR SALE—One Standard automatic high speed press with double feed attachment. GUBELMAN PUBLISHING COMPANY, 2 Garden st., attachment. Newark, N. J.

FOR SALE — 26 by 39 Scott mat roller; 23 by 26 double steam table, 16 by 24 inch melting pot; WANNER MACHINERY CO., 714-716 S. Dearborn

FOR SALE — 22 by 28 Anderson folding machine, practically new; \$900 f. o. b. Grand Rapids. ADZIT PRINTERS SUPPLY CO., Grand Rapids,

FOR SALE — Huber cylinder press, 44 by 60, crank movement; good condition; perfect register; New York city; low price. D 263.

FOR SALE — 1,500 mailing list galleys with reglets, etc., A-1 condition. AVE MARIA PRESS, Notre Dame, Indiana.

FOR SALE — Five hundred drying racks, size 26 by 40. SAUQUOIT TOILET PAPER CO., New Hartford, N. Y.

FOR SALE — 11 by 17 Autopress, 29 by 44 Optimus, 4 h. p. A. C. and 3 h. p. D. C. motors. D 73.

FOR SALE — Printing plant, with Miehle presses, job presses, type, etc., Complete. D 255.

PRINTING PRESS, 45 by 62, two revolutions; price, \$1,000. BOX 157, Xenia, Ohio.

HELP WANTED

Artist

ARTIST, first-class retoucher on mechanical and catalogue work: steady position to high-grade man; submit samples and advise salary. BICKFORD ENGRAVING CO., Providence, R. 1.

Bindery

SUPERINTENDENT FOR BINDERY — Must be experienced in loose leaf work and accustomed to handling female help; responsible position with old established firm in small Ohio city; give age, full details of experience and salary desired in first letter. D 251.

BINDERY FOREMAN for pamphlet department; must be familiar with modern folders and automatic stitchers, able to get production and properly superintend about 40 people. THE BURKHARDT CO., Inc., 165 Larned West, Detroit, Mich.

WANTED — Two first-class paper rulers; no labor troubles. Write BENNETT PRINTING COMPANY, Paris, Texas.

Composing Room

WANTED — Linotype operators, fast and clean, for book work in one of New York city's largest and best equipped book publishing offices; union; \$51 to \$60 per week; only the best operators are desired. MADISON SQUARE POST OFFICE, Box 65, New York city.

IN TEXAS there is a good permanent position for printer-operator who can care for machine and act as foreman; best working conditions; weekly paper and job office; also good ad and job man, must feed presses, Babcock Optimus and platens. Write, stating wages expected. WEST PRINTING CO., Livings-

WANTED — Linotype machinist-operator take charge of four machines, night shift; must be man takes pride in producing results; give references, state salary; union; good working conditions. STATE JOURNAL CO., Frankforty Fy.

WANTED — Two job compositors for large country printing plant, open shop, central New York; wages, \$30 for 48 hours; board \$9 a week; no distribution. D 237.

GOOD DISPLAY COMPOSITOR who can design first-class commercial work in city of 75,000; state credentials in first letter. D 184.

Managers and Superintendents

COMPOSING AND PRESSROOM FOREMAN — An opportunity is offered for young, loyal executive to join printing organization in New York; thorough practical knowledge of composing and press room are indispensable qualifications; we are 14 years in business, have middle-sized, well-equipped plant with lintoppes, Miehle presses, jobbers, etc., and are located in most modern building. Give full particulars in your letter, state your experience, positions held, references, age and salary expected. Your application will be treated strictly confidential and your references will not be looked up without your consent. D 260.

WANTED — Foreman-superintendent with executive ability to superintend daily newspaper job department; must be thoroughly capable and a good executive; state experience and salary expected. THE TELEGRAPH-HERALD, Dubuque, Iowa.

PRESSMAN WANTED — Have good position for first-class cylinder and platen pressman; must be capable of turning out good work and getting production from Miller feeders; permanent position for good man. Write to D 156.

Salesmen

PRINTING SALESMAN, who knows how to estimate, and may come from any city; here is a good opportunity for young printing salesman who wants to join sound and progressive printing establishment in New York; constructive ideas, clean record and vision for future are essential qualifications; we are 14 years in business and located in most modern building. Give full particulars in your letter, state your experience, positions held, references, age and salary expected. Your application will be treated strictly confidential and your references will not be looked up without your consent. D 261.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

INSTRUCTION

PROOFREADING — Special short mail course fully equips you for the proofroom; good positions with large presses; certificate issued. SPECIAL LOW RATE TO COMPOSITORS. Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 692 Foster building, Madison, corner 40th, New York.

OCESS Electrotyping

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request,

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

The Journal for all up-to-date Process Workers Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

LINOTYPE INSTRUCTION — Fifteen Mergenthaler linotypes: established fifteen years: more than 1,000 have attended. Call, write for particulars. EMPIRE SCHOOL, 133 E. 16th st., New York.

SITUATIONS WANTED

Composing Room

EXPERIENCED combination monotype operator desires position on West

Editor

MANAGING EDITOR — I want a job I can't outgrow — a chance to display constructive as well as executive ability; young but experienced, with an enviable record of achievements; evening paper only; salary secondary to opportunity. D 256.

Executive

EMPLOYERS, do you want a MANAGER (in the full meaning of the term)? That is, a man aged 36 who can control and work at a profit a plant of any size, who can look ahead, plan, organize, systematize and initiate; a creative accountant who has had valuable administrative experience, who can increase production and who is keen on scientific management? If so, communicate with advertiser (who is touring America and Europe in search of latest ideas) and address WILLIAMS, care Thos. Cook & Son at San Francisco, till December 18, and after that date care Thos. Cook & Son at New York.

Managers and Superintendents

SUPERINTENDENT-MANAGER wishes to connect with progressive firm; able executive of 25 years' experience; 42 years old; private plant preferred, but will consider others; salary, \$75 weekly; now employed as superintendent; will go anywhere; act quick. D 262.

SUPERINTENDENT OR MANAGER — Do you want a young man, ambitious, clean, alert? Experience in producing printing, practical and thorough; desire a medium-sized plant. Please state whether union or non-union. D 188.

Pressroom

PRESSROOM EXECUTIVE — Now employed, desires a position in either California, Havana, Cuba, or other South American countries; thirty years' practical experience in magazine, catalogue and better grade of color work; fully capable for executive position in modern large plant. D 240.

PRESSROOM FOREMAN—Ten years' experience in a plant with eleven cylinder presses, one a two-color, producing a fine grade of color, catalogue and commercial printing; 26 years in the business; can produce quality and quantity in minimum time; married, age 42. D 253.

PRESSROOM FOREMAN — Pressman, employed, at present in charge, seeks a change. D 252.

WANTED TO PURCHASE

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

PRESSES WANTED — Two four-roller 56 or 62 inch Miehle presses; also three C. & P. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING CO., 101 Transportation bldg., Indianapolis, Ind.

WANTED TO PURCHASE — Model "B" Cleveland folder; state age, condition and also lowest cash price, f. o. b. your city. ADZIT PRINTERS SUPPLY CO., Grand Rapids, Mich.

WE WILL EXCHANGE 10 by 15 Kirkman automatic feeder for round hole foot power perforator. THOMAS PRINTING CO., Scottsville, Va.

MACHINE for looping tags and cards with string; must be in good condition. THE BURKHARDT CO., Inc., 165 Larned West, Detroit, Mich.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Old style Model P-1 Harris rotary presses, 10 by 15 and 16 by 20, two colors. D 257.

WANTED — Meisel rotary sales book press; state full particulars and lowest price. D 117.

BUSINESS DIRECTORY

Advertising Service

HOWARD HANNEGAN, 2003 East Eleventh street, McKeesport, Pa., writer of advertisements for printers. Direct-mail and newspaper. Member I. T. U.

Bookbinders' Machinery

HOFFMAN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock on hand.

Brass Dies for Stamping and Embossing

HOFFMAN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

Brass Type Founders

HOFFMAN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black

CABOT, GODFREY L .- See advertisement.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypers' and Stereotypers' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machin-ery. Chicago offices, 7 S. Dearborn st.

Embossing Composition

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron: 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalko-type Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Gummed Labels

THE McCOURT LABEL COMPANY, Bradford, Pa., prints gummed labels—specializing in printing GUMMED LABELS in rolls. Turn your orders for gummed labels over to us—we will pay you 20 per cent commission.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .-- See Typefounders.

Looping Machine

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.



EMBOSSOGRAPHY

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY

Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Proces

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER - See Typefounders.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER - See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 73 Fourth av., New York city. Large stock.

-The STAR STICK-

The choice of experts all over the country

THE EAGLE ENGINEERING COMPANY

WOOD

Eastern Brass & Wood Type Co.

Largest stock all sizes always on hand. TYPE

Fourth Avenue and Tenth Street, New York City

Four Hundred Dollars

the first year for \$100 investment in Morgans & Wilcox Lock and Register System. Let me tell you about it and 61 other money saving devices. Write for the Vest Pocket Catalogue.

"GENE" TURNER, 30 Euclid Arcade, Cleveland, Ohio



Use HERCULES
Leads and Slugs, Steel Chases,
Steel Galleys, Brass Rule

Steel Galleys, Brass Rule

Manufactured by

AMERICAN STEEL CHASE COMPANY

122-130 Centre St., New York, N. Y.

Order through your local dealer or direct from us.

Note—Send for Our List

of new and rebuilt CYLINDER PRESSES, ready for immediate delivery.

WALTER SCOTT & COMPANY, Plainfield, N. J.

J. W. PITT, INC.

Uprightgrain (Self Contained)

Printing Base Systems

25-27 STEUBEN STREET, BATH, N.Y.



now sold by the following dealers

NEW YORK CITY

American Type Founders Co.
Conner, Fendler & Co.
Geo. Damon & Sons
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Senefelder Litho Stone Co.
J. H. & G. B. Siebold

NEW YORK

American Type Founders Co., Buffalo Gebhard Paper Co., Buffalo J. & F. B. Garret Co., Syracuse R. M. Myers & Co., Rochester

BALTIMORE American Type Founders Co. Henry D. Mentzel & Co.

BOSTON American Type Founders Co. H. C. Hansen Type Foundry

OHIO
American Type Founders Co., Cleveland
American Type Founders Co., Cincinnati
Blade Printing & Paper Co., Toledo
Commercial Equipment Co., Cleveland

PHILADELPHIA

American Type Founders Co. Keystone Type Founders Supply House Emile Riehl & Sons

American Type Founders Co., Chicago, Ill. American Type Founders Co., Milwaukee, Wis. American Type Founders Co., Minneapolis, Minn. American Type Founders Co., Kansas City, Mo. American Type Founders Co., Detroit, Mich. American Type Founders Co., Pittsburgh, Pa. American Type Founders Co., Richmond, Va. American Type Founders Co., Winnipeg, Can. Barnhart Bros. & Spindler, Washington, D. C. Barnhart Bros. & Spindler, Chicago, Ill. Barnhart Bros. & Spindler, St. Paul, Minn. Barnhart Bros. & Spindler, Omaha, Neb. Barnhart Bros. & Spindler, St. Louis, Mo. Hammond & Chadbourne, Providence, R. I. J. E. Linde Paper Co., Newark, N. J. Otto Ludwig, Hartford, Conn. The Leslie Donahower Co., St. Paul, Minn. C. W. Shortt & Co., Ltd., London Westman & Baker, Ltd., Toronto, Can.

get a pound can today and convince yourself, right in your own shop, that

- 1. NOFFSET prevents offset smudges.
- 2. Eliminates "slip-sheeting," cutting down expenses.
- 3. Saves time. Run presses at full speed.
- 4. Efficient on all plain and multi-color work, particularly halftone jobs.
- 5. Will not affect rollers nor discolor ink.
- 6. Does not fill up type.
- 7. Prevents picking and tacking.
- 8. Permits full run of ink and production of clean, attractive work.

If your dealer does not sell NOFFSET send us his name and we'll see to it that you are supplied



MANUFACTURED BY

Printcraft Supply Co.

10 East 43d Street, New York



CORRESPONDENCE FROM REPUTABLE DEALERS IS INVITED



Show Your Customer These Inventory Forms

THESE two forms put "pep" into the work of stock-taking, and provide accurate, instantly-available inventory figures.

The smaller form is filled out and attached to stock. Entries are then transcribed to the larger sheet.

Show these forms to your customer. If they offer him something better than he is using, he will probably give you an order. Suggest a bright color for the smaller form— Hammermill pink or golden rod. For the larger form, a neutral tint, or white.

Look for this watermark-it is our word of honor to the public

The Utility Business Paper

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HAMMERMILL'S wide color-variety (twelve colors besides white) is one good reason for recommending it to a customer for all his printing needs. Forms travel faster when printed on colored paper, they receive immediate attention, and are not likely to be mislaid or missent.

There are other reasons why you may well advise your customer to standardize his printing on Hammermill Bond.

You are recommending a paper made by a company which has for more than twenty years been studying and improving the manufacture of bond paper. You are offering a paper that is strong, clean, tough, of uniform quality and color, and lower in price than any other standard bond paper on the market.

For just the same reasons, it pays you to stock Hammermill Bond, and keep itrunning through your presses.

Write us for free portfolio of specimen forms printed on Hammermill Bond.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Look for this watermark-it is our word of honor to the public

HAMBERMILL BOND

The Utility Business Paper



MAINTAINING OAK LEAF QUALITY

THE high quality of Oak Leaf Coated Cardboard is jealously guarded even to the final sorting.

The examination given to each individual sheet of stock before it is packed is most searching in its nature.

This work is directed by experienced workers thoroughly trained to detect the slightest blemish or spot.

Positive evidence of our extreme care is shown by the demand for our "seconds," containing as they do so many sheets that could ordinarily be passed as "perfects."

> Many Dealers telegraph their orders on receipt of our monthly list of "seconds" to make sure of an acceptance.

SOLD UNDER THE BRAND NAME

OAK LEAF

Ultrafine White and Tinted Translucent Ultrafine Folding and Embossing Translucent Ultrafine Litho Coated Blanks Velumet Coated Cover Castilian Coated Cover Reliable Litho Blank Oak Leaf Tough Check Oak Leaf Railroads Oak Leaf Folding Satin Duotone Translucent

Every package of Cardboard bearing our Oak Leaf label is unreservedly guaranteed full count of absolutely perfect sheets—perfect in finish and uniformity of gauge.

"The Best in Cardboard Since 1857"

A. M. COLLINS MANUFACTURING CO. PHILADELPHIA, U. S. A.





CARRY OAK LEAF QUALITY PRODUCTS BECAUSE THEY KNOW THERE ARE NONE BETTER

ALBANY, N. Y. Hudson Valley Paper Co. Fischel Paper Co. ATLANTA, GA. *The Whitaker Paper Co. BALTIMORE, MD.
*Henry D. Mentzel & Co.
*The Whitaker Paper Co.

BOSTON, MASS.

*The Whitaker Paper Co.
The A. Storrs & Bement Co.
Cook-Vivian Co.
Stone & Andrew, Inc.
The Arnoid-Roberts Paper Co.
John Carter Co., Inc.

BRIDGEPORT, CONN. *New Haven Paper Co. BUFFALO, N. Y. *The Alling & Cory Co.

*The Alling & Cory Co.
CHICAGO, ILL.

*Chicago Paper Co.
Berkshire Company
Empire Paper Co.
Knox & Wolcott Paper Co.
Messinger Paper Co.
Midland Paper Co.
Parker - Thomas & Tucker
Paper Co.
The Whitaker Paper Co.
CINCINNATI. OHIO

CINCINNATI, OHIO
*The Whitaker Paper Co. CLEVELAND, OHIO
*The Central Ohio Paper Co. COLUMBUS, OHIO
*The Central Ohio Paper Co.

DALLAS, TEXAS
*E. C. Palmer & Co., Ltd.
West Cullum Paper Co. DAYTON, OHIO
*The Whitaker Paper Co.
DENVER, COLO.
*The Whitaker Paper Co.

DES MOINES, IOWA The Western Newspaper Union

DETROIT, MICH.
*The Union Paper & Twine Co.
*The Whitaker Paper Co.

HAGERSTOWN, MD. Antietam Paper Co., Inc

HARRISBURG, PA. Donaldson Paper Co.

HARTFORD, CONN. Rourke-Eno Paper Co. *New Haven Paper Co.

HOUSTON, TEXAS

*E. C. Palmer & Co., L.
The Paper Supply Co.

INDIANAPOLIS, IND.

*C. P. Lesh Paper Co.

*The Whitaker Paper Co. JACKSONVILLE, FLA. *Antietam Paper Co., Inc.

KANSAS CITY, MO.
Kansas City Paper House
The Mid Western Paper Co.

LINCOLN, NEB. Lincoln Paper Co. LOS ANGELES, CAL. *Zellerbach Paper Co. Blake, Moffitt & Towne

LOUISVILLE, KY.
*Louisville Paper Co., Inc.
LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS. *The W. F. Nackie Paper Co. MINNEAPOLIS, MINN.
*The John Leslie Paper Co.

NASHVILLE, TENN. *The Graham Paper Co.

NEW ORLEANS, LA. *E. C. Palmer & Co., Ltd.

*E. C. Faimer et Co., 2005. NEWARK, N. J.

*J. E. Linde Paper Co.

*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.

Jay H. Albere
American Paper Mills Corp.

Alexander-Holden Paper Co.

American raper Mins Corp.
Alexander-Holden Paper Co.
Inc.
Beekman Paper & Card Co.,
Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
J. E. Linde Paper Co.
Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co., Inc.
Whitehead & Alliger Co.
Lew HAVEN, CONN.

NEW HAVEN, CONN. *New Haven Paper Co., Inc.

NORFOLK, VA. R. P. Andrews Paper Co. OAKLAND, CAL. *Zellerbach Paper Co.

OKLAHOMA CITY, OKLA. The Western Newspaper Union

OMAHA, NEB, Carpenter Paper Co. *Western Paper Co. Field-Ha milton & Smith Paper Co.

PHILADE LPHIA, PA. Charles Beck Co. A. S. Datz & Son Garrett-Buchanan Co. *A. Hartung & Co. *D. L. Ward Co.

PITTSBUR GH, PA.

*The Alling & Cory Co.

PORTLAND, ORE.

Blake, McFall Co.

*Zellerbach Paper Co.

PROVIDENCE, R. I.

R. L. Greene Paper Co.

RICHMOND, VA. *The Whitaker Paper Co.

ROCHESTER, N. Y. *The Alling & Cory Co.

ST. LOUIS, MO.

*Acme Paper Co.
The Graham Paper Co. ST. PAUL, MINN. *
*Nassau Paper Co.

SALT LAKE CITY, UTAH Lambert Paper Co. *Western Newspaper Union SAN ANTONIO, TEXAS *San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake, Moffitt & Towne
*Zellerbach Paper Co. SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH. *John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New England

SPRINGFIELD, OHIO Singer-Leedom Paper Co. TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y. Troy Paper Co. WASHINGTON, D. C. R. P. Andrews Paper Co.

WORCESTER, MASS. *Chas. A. Esty Paper Co.

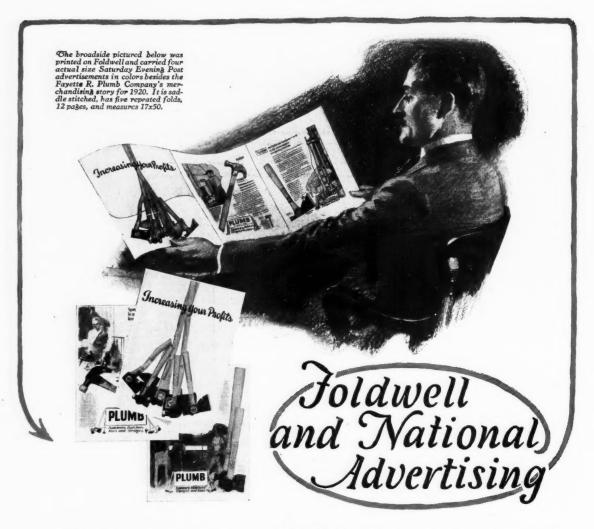
YORK, PA. R. P. Andrews Paper Co.

WINNIPEG, CANADA John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured. A. M. COLLINS MANUFACTURING CO.

PHILADELPHIA, U.S.A.





Big printed pieces must have extra strength to save their appearance—to stand up against extra folding and handling. That is why Foldwell—with its rag base and long fibres which give it unusual strength—is the logical paper for elaborated broadsides. Send for samples.



ATIONAL Advertisers are interested in printed pieces that will induce the dealer to "hook up" with their 1921 campaigns.

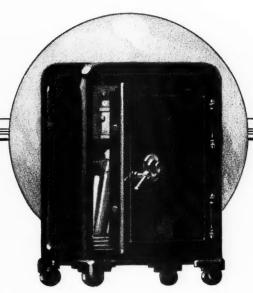
The idea is to present detailed plans of a campaign to the dealer so that he may become as enthusiastic over it as the advertiser. This year a great number of advertisers used unusual broadsides for these presentations in which the advertisements themselves were reproduced in actual size and color, with their purposes explained.

Such broadsides give the dealer a more comprehensive view of his sales possibilities, and naturally the advertiser's results show marked improvement.

Just ask the national advertisers in your territory if they are interested in such printed pieces for their next campaign.

CHICAGO PAPER CO., Manufacturers 919 S. Wells St., Chicago, Ill.

Nationally Distributed



The papers you keep in a safe

ost safes hold papers that are more or less valuable to the men they concern. Steel doors and powerful locks give good protection to these papers against theft and fire. Against time and usage they are worthless.

The qualities that fit a document to withstand deterioration and handling are in the paper itself. That is why our government has Crane & Company make the paper for its currency. Crane & Company have always been noted as makers of lasting papers.

Besides Crane's Bond there are other papers of The Lindenmeyr Lines that are strong enough to endure for many years. Among these are Strathmore Woronoco Bond, Brookdale Linen Bond, Mercantile Bond, Royal Bond, Old Hampden Bond, Tradesmens Linen Record, Scotch Linen Ledger, Brown's Linen Ledger, and Advance Linen Ledger. These papers are generally regarded as the more costly writings; but printers know that they have qualities which cheaper papers can not supplant.

We are glad to supply sample sheets of these or any other of the many book, bond, cover, or wrapping papers of The Lindenmeyr Lines.

Telephone Spring 9600 HENRY
LINDENMEYR
& SONS
32 - 34 - 36
RIGECKER

16-18 Beekman Street New York, N. Y. 54-56 Clinton Street Newark, N. J. 58-60 Allyn Street Hartford, Conn.

2005

LINDENMEYR LINES



Appealing to Women in Advertising

FIFTY percent of all advertising matter is intended to appeal to women. Does it appeal to them 100%? A booklet may be written as interestingly as you please—but it fails of 100% effectiveness if it is cold and unfeminine in appearance.

But clothe its text with the luxury and daintiness of a luxurious, dainty Strathmore Paper and you add all the power of suggestion to all the logic of words.

We have prepared an interesting series on Expressive Advertising demonstrating the power of suggestion and sense appeal inherent in Paper, Type, Illustration and Color. We will gladly send you the series upon request.

Strathmore Paper Company, Mittineague, Mass., U.S A.

"You have a printer who knows"

Strathmore Expressive Papers



COMPARISON THE ONLY TRUE PAPER TEST

COMPARE

HOWARD BOND

WITH

ANY PAPER—ANY PRICE

AND WHEN YOU BUY, YOU WILL SPECIFY

HOWARD BOND

For the reason of its brilliant, gleaming white color, which linked with its unusual strength and cleanliness will at once impress you with its distinctive refinement and superior merit as the ideal quality for your customers' letterheads and all office requirements.

Our complete line of colors have been acclaimed the most beautiful shades on the market.

Sample portfolio gladly mailed you on request

THE HOWARD PAPER COMPANY URBANA, OHIO

Does advertising add

The real answer to a question often asked by Printers and Paper Merchants

PROBABLY there is never an advertising campaign started that at least a small percentage of those interested directly or indirectly do not ask this question: "Who pays for the advertising?" All too often, especially in industries where advertising is somewhat of a newer thing, your questioner supplies a superficial answer by saying in the next breath: "After all, doesn't the consumer pay for the advertising?"

The officials of the American Writing Paper Company are frank to admit that a few men have asked them, directly or indirectly, the same question in regard to the Company's nation-wide newspaper campaign. We therefore felt it to be worth while to explain the function of advertising and how its cost is met.

Thousands of people believe that advertising is a waste, and that unadvertised goods cost less. When the average man is told that a single page insertion often costs thousands of dollars, he feels that he has put his finger on one of the causes of the high cost of living.

A typical mill

Now let us consider a paper mill that produces 2,000 pounds of paper a day. The balance sheet for this mill at the end of a year, assuming 200 operating days, looks something like this:

INCOME:

400,000 lbs. paper at 20c.....\$80,000

EXPENSE:

| Raw Materials | | | | | | | | | | \$40,00 | 00 |
|----------------|------|--|--|--|--|--|------|--|--|---------|----------|
| Labor | | | | | | | | | | | |
| Overhead | | | | | | | | | | 20,00 | 00 |
| Total Expenses | | | | | | | | | | | \$76,000 |
| | | | | | | | | | | | |

Profit......\$4,000

The item marked "Overhead" includes depreciation of the property, taxes, insurance, office help, salaries, water power, selling expense, and other items which are nearly fixed in amount, whether the mill runs or not.



AMERICAN WRITING

EAGLE A PAPERS: BONDS-WRITINGS-LEDGERS-BOOK PAPERS-OFFSET

to the cost of paper?

Savings that advertising brings

The Manager is convinced that the paper is good and should have a greater sale. So he spends \$2,000 in advertising. The demand for the paper is stimulated, so that the next year the mill operates 300 days. The output of the mill is increased 50%, and the cost of materials and labor are increased 50%, but the overhead charges are the same. The balance sheet for the second year looks like this:

INCOME:

EXPENSE:

| | Raw Materials | |
|-----|------------------|----|
| | Labor | |
| | Overhead | |
| | Advertising | |
| | 106.0 | 00 |
| Pos | ole Profit\$14,0 | 00 |

In practice only a small part of this "possible profit" is taken in actual profit. The greater portion of the saving goes toward reducing prices to the buyer of the paper.

What, then, does the advertising do? It reduces prices to consumers. How can it do this? By keeping the machinery in continuous operation, thus spreading the fixed charges (overhead) over a larger tonnage of paper, and thus decreasing the overhead charges per pound of paper.

The objector to advertising sees the advertising expenditures, but he does not see the enormous losses caused by inoperative machinery. These insidious losses may be many times greater than the money spent in advertising.

Six specific advantages of advertising

In the foregoing analysis we have failed to state the case well enough for advertising. Other advantages possessed by the mill that advertises, may be summarized as follows:

1. Reduced labor cost per pound of paper made, when the mills are operating to capacity.

2. Better inspection of product, for the good will obtained by advertising costs money, and is an asset which is lost if the product deteriorates.

3. In periods of depression, advertised brands may be added to stock, eliminating

the waste of idle machinery.

4. Reduced inventories, for advertising reduces the variety of items sold. Better service to customers, for the advertised lines are carried in stock.

6. Even demand, for the advertised paper has a wide distribution. This insures uniformity and, therefore, more economical production.

Any expenditure is justified which eliminates a greater expenditure. A locomotive costs more than a horse and wagon, but the expense is justified, for it reduces the ton mile cost of hauling freight.

A manufacturer who made a good article and then waited for 100,000,000 people to discover him and buy his product, would be likely to go bankrupt.

Advertising and selling expense is justified to the extent that it eliminates two other enormous wastes—idle men and idle machines. By eliminating these and other losses, advertising reduces the cost of making and selling paper.

> AMERICAN WRITING PAPER COMPANY Holyoke, Mass.



The Watermark of Excellence

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The economic position of the paper merchant in the printing industry

Report No. 9, of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer

A LARGE hosiery manufacturer recently wrote the following:

"The wholesalers have had a world of right on their side, but have lain back and hesitated to fight their cause, for probably the same reason that a great many real Americans lie back to-day and let foreign agitators do all the talking."

"Has the jobber and his salesman received credit?" asks another prominent business writer. "I do not believe he has. I do not believe that the jobber himself realizes his own value in the scheme of the distribution of goods. He has been abused so much by the thoughtless that he is often in the frame of mind that he is inclined to apologize for his own existence."

The Paper Merchant should continue this campaign



This about sums up the situation with Paper Merchants throughout the country. The Paper Merchant has a real economic reason for his existence. Yet he has not laid his case before the Printers* and Lithographers. This series of advertisements has been intended to start Paper Merchants, as well as Printers and Lithographers, investigating more

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

closely the trade relationships in the Paper Industry. Paper Merchants must secure facts and specific evidence of the service they perform and then present these facts and this evidence in a definitely worked-out campaign. We have made no more than a start in this direction.

The present tendency towards bulk buying is creating new and larger orders for paper by Printers and Lithographers. The Paper Merchant must handle these large orders as well as the small ones in order to keep down the cost of handling all.

The Paper Merchants of the country must encourage the Printer and Lithographer to buy their large orders through them, and the mills must join them in this movement.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work with your Paper Merchant.

Select your Paper Merchant on a basis of service, and then maintain a permanent business relationship with him.

A Resolution

HE resolution printed below was passed by the National Paper Trade Association in its meeting in New York. The American Writing Paper Company appreciates this vote of approval of its policy. The American Writing Paper Company is convinced that the Paper Merchant represents an economic saving, not only to buyers of printing, but to Printers, Lithographers and Paper Manufacturers as well. Following is the text of the resolution:

"Whereas, the American Writing Paper Company has undertaken by a series of advertisements in printing trade journals to present to the printer the economic position of the Paper Merchant in the printing industry, and

"Whereas, in so doing the American Writing Paper Company is perform-

ing a service of value to the Paper Merchants, be it

"Resolved, that the Fine Paper Division of the National Paper Trade Association in annual meeting assembled record its appreciation of the service rendered to its members by this advertising of the American Writing Paper Company, and that a copy of this resolution be sent to the Company.'

> AMERICAN WRITING PAPER COMPANY Holyoke, Mass.

Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial



of Excellence

printer, but also to the offset printer, the lithographer, the engraver and the stationer.

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Airpost Bond Chevron Bond Acceptance Bond

You can specify these papers with entire confidence

"HAT paper shall I use for this job?" asks the modern Printer. His customer realizes that the Printer should specify it—that he is the only one who should judge. Yet with respect to many papers the Printer is in the dark. He does not know the materials that go to make them, the degree of care with which their quality is standardized and maintained. He does not know the accuracy with which they have been inspected.

The Scientific Research Laboratory of the American Writing



390

Paper Company has been organized to relieve the Printer of this responsibility. Taking the ideas and suggestions of the practical mill men in its twenty-six mills, the Laboratory works out and perfects the best methods of paper making. All raw materials are carefully and scientifically inspected to make sure that the finished product will be up to standard. The finished product itself is carefully inspected.

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the stock sizes and weights:

17 x 22—13, 16, 20 and 24 pounds 22 x 34—26, 32, 40 and 48 pounds

American Writing Paper Co. Holyoke, Mass.

Eagle A Bond Papers

Coupon Hurlbut Bank Bond 1822 Archive Agawam Government Old Hempstead Persian Roman Hickory Contract Standard Bankers Indenture Vendome Victory Debenture Security Trust Assurance Spartan Japan Wisconsin Rival AIRPOST CHEVRON Gloria Quality Revenue Derby ACCEPTANCE Norman

Vigilant

Freedom

Option

AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS: - BONDS-WEITINGS-LEDGERS-BOOK PAPERS-OFFSET PAPERS-COVER PAPERS-PAPETERIES-TECHNICAL PAPERS-SPECIALTIES

The Burden of Every Printer's Mail is

When?

MOST of the letters he gets, most of his telegrams, all cry, "When—when —when will my job be finished?"

Most of his too-frequent telephone calls are to find out when he will finish a piece of work.

Most questions that begin with "when" are grossly unsympathetic.

Whistler, in reply to the "when?" of an impatient sitter, suavely answered, "perhaps never"—an answer, of course, which no printer can make. For, no matter how much art is expected of a printer, his customers refuse to treat him as anything but a business man—and a very resourceful and wonder-working business man at that.

In addition to Better Paper, the printer requires something else before he can produce Better Printing. And that is the element of moral support from his customers.

To aid materially in the prompt production of more beautiful work, S. D. Warren Company offers to printers and buyers of printing a dozen standard grades of printing papers. But in addition S. D. Warren Company bespeaks for your printer, and for all printers, a higher degree of sympathetic support, a little less insistence on "when," and a little more patience with him when he encounters difficulties in his efforts to give you work that will make money for you.

S. D. WARREN COMPANY, Boston, Mass



Briefly classified, Warren's Standard
Printing Papers are

Warren's Warrentown Coated Book

Glossy surface for fine half-tone and process color work

Warren's Cumberland Coated Book

A recognized standard glossy coated paper

Warren's Printone

Semi-coated. Better than super, cheaper than coated

Warren's Artogravure Developed especially for offset printing

Warren's Cumberland Machine Book A dependable, hand sorted, machine finish paper

Warren's India For thin editions

Warren's Cameo Dull coated for artistic half-tone printing

Warren's Silkote Semi-dull surface, noted for practical printing

qualities

Warren's Lustro
The highest refinement
of surface in glossy
coated paper

Warren's Library Text

Warren's Library Text English finish for medium screen half-tones

Warren's Cumberland Super Book

Super calendered paper of standard, uniform quality

Warren's Olde Style

A watermarked antique finish for type and line illustration



Printing Papers

better

better

paper

printing

Manufacturers

of Printing Machinery and Supplies

Sell

in Great Britain!

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making, and allied trades.

We Can Guarantee Excellent Business For Good Products

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling

agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries for the Printing, Box-Making and Allied Trades Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England

Advancing on every front

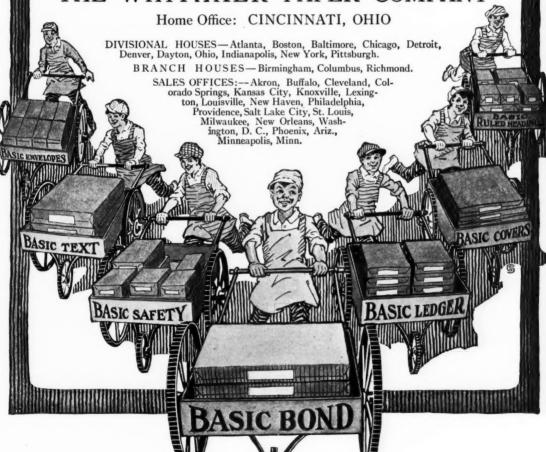
on the market BASIC BOND. It was developed in response to a definite demand. Today it is the acknowledged standard of its class,—in quality as in price.

Followed in rapid succession, BASIC LEDGER, BASIC SAFE-TY, BASIC ENVELOPES and RULED HEADINGS and BASIC

LESS than two years ago, we placed COVERS. The practical evidences of approval accorded them have exceeded anything in our previous experience in fine paper industry.

> Now we announce BASIC TEXT, a deckle edge, watermarked, antique book paper, of more than ordinary printability at a moderate price. White, Blue, Gray and India.

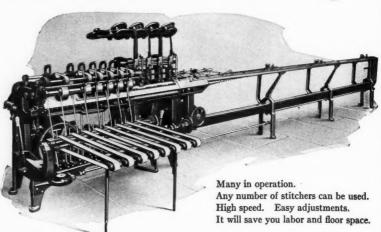
THE WHITAKER PAPER COMPANY



CHRISTENSEN'S Latest Type

Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



THE CHRISTENSEN MACHINE COMPANY RACINE, WISCONSIN

Canadian Agents:

TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada CANADIAN-AMERICAN MACHINERY CO., 63 Farrington Street, London, E.C.

stern Agents: GEO, R. SWART & CO., Marbridge Building, Broadway and 34th Streets, New York, N. Y.

J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.

Chicago Office:

609 South Dearborn Street, Chicago, Ill.

The Construction is Scientific

Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry-

In the construction of the



In the old-fashioned furnace the flames touch only the bottom



But in the PERFECTION the flames

iurnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper — burning gas, gasoline, coal or wood Ask us for specifications and price on the one that will be most efficient for your plant

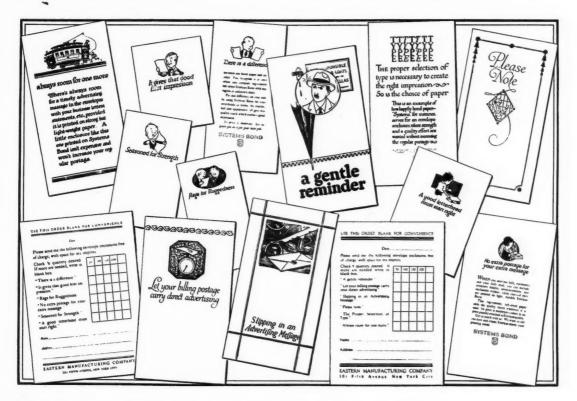
Barnhart Brothers & Spindler

CHICAGO KANSAS CITY WASHINGTON

DALLAS

SAINT LOUIS SEATTLE

HELP FOR YOU



Put these little business getters to work for you. These envelope enclosures are furnished free to printers who carry Systems Bond.

Pin the coupon below to your letterhead and send to



EASTERN MANUFACTURING COMPANY

501 FIFTH AVENUE, NEW YORK, N.Y.

EASTERN MANUFACTURING COMPANY, 501 Fifth Avenue, New York, N.Y.

Please send samples of Systems Bond envelope enclosures. We {are not} using Systems Bond

Firm Name.

City......State

Requested by.

Position

Sail or Steam?

Original plate made for Midwest Engine Co

The commerce of a hundred years ago was carried overseas in sailing ships. Depending on the winds for motive power, they lay idle in calm, and when head winds blew, they were held back.

The commerce of today goes abroad in steamships, running on definite schedules. Calms do not delay them. Head winds offer little resistance. Fair weather or foul, steam drives them steadily on.

The business of a hundred years ago was conducted practically without advertising. Manufacturers and merchants trimmed their sails to prevailing conditions. When business was dull, they sat down. When a financial storm blew, they turned and ran before it. And in those "good old days," a period of depression often lasted a decade or more, because the only driving force they knew was the wind of trade.

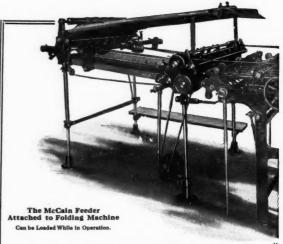
Even today there are some businesses which do not advertise, just as there are still a few sailing ships. But modern business does not depend on vagrant winds of trade. With a full head of advertising steam in their boilers, Kodak, Ivory Soap, Goodyear, Colgate, Westinghouse, Gold Medal, and hundreds of others forge steadily on, no more affected by financial squalls than ocean liners by an Atlantic gale. And it is because of such advertising, as much as for any other reason, that American business never stays long in the doldrums.

Our business is commercial art and engraving—the fuel that produces advertising steam. The quality is so high that it is used by hundreds of advertisers, some of whom are known from Atlantic to Pacific. If you're not entirely satisfied with the speed of your business ship, try Stafford for your illustrations and engravings.

STAFFORD ENGRAVING COMPANY

"The House of Ideas"

Artists: Designers: Engravers
CENTURY BUILDING, INDIANAPOLIS



An Automatic Age

Mechanical operations today should be performed by machines and thus release the men for work without the range of machinery.

THE MCCAIN Automatic Feeder

does more and better work than your most efficient hand feeder. Printers, big and little, testify to this statement. Install a McCain and watch production show an increase.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

How Many Speeds Has a Motor?

Are your motors equal to all demands made upon them for speed? If you are unable to speed up when you want to, you are losing money.



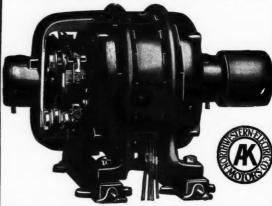
will give you all the speed you want, fast or slow, and when you want it. And they wear well, too. Don't forget that point!

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

Kansas City, Mo., 1924 Grand Ave. Montreal, Que., 401 New Birks Bldg.
Pittsburge, Pa., 719 Liberty Ave. Minneapolis, 8 N. Sixth St.
Seattle, Wash., 524 First Ave., S
Toronto, 308 Tyrell Bldg., 95 King St.



SKIPPING WHEELS can be inserted in

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.



A layout of jobs "2," "3," "4," and "5" on is shown below

| JOB 2 ON | N |
|--------------------------|---|
| SkipWheels Skipping 2 | N |
| Burkhang a | |

JOB 5 ON SkipWheels

Skipping 5

| No. 2 | |
|-------|--|
| | |
| No. 1 | |
| No. 2 | |
| No. 3 | |

JOB 3 ON SkipWheels Skipping 3

| 1 | No. 1 | |
|----|-------|--|
| -[| No. 2 | |
| ı | No. 3 | |

JOB 4 ON SkipWheels Skipping 4

| No. 1 | |
|-------|---|
| No. 2 | |
| No. 3 | |
| No. 4 | _ |

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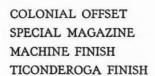
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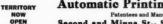
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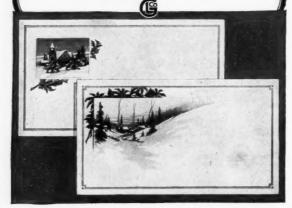
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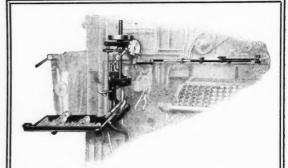
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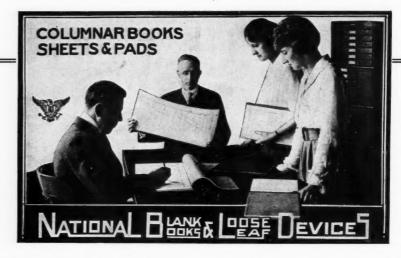
HE village of South Stillwater will be known in every corner of the earth if the Osterlind Printing Press & Mfg. Co. has anything to say about it. Mr. W. M. Swenson, the general manager of the company, announced to the Trade News that during the past year, shipments of printing presses have been made to England, Union of South Africa, Belgium, France, Switzerland, South America, and Norway. The company has orders on their books from Portugal, Spain, and one from Calcutta, India, besides numerous orders from the States. Mr. Swenson stated that owing to the popularity of their press the factory output is oversold for six months.

Another innovation is to be added to their press shortly. It is an automatic feeder, which will solve the labor troubles of the printer. Hand feeding will be done away with entirely and with the machine automatically fed, one operator can easily take care of three or four presses at once. The feeder has been tried out and tested on all classes of jobs and works satisfactorily. It is expected that the company will double its present floor space on account of the unusual demand for their machine.

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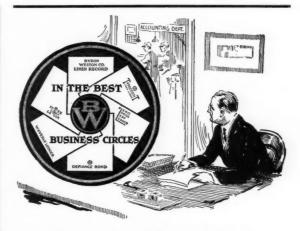


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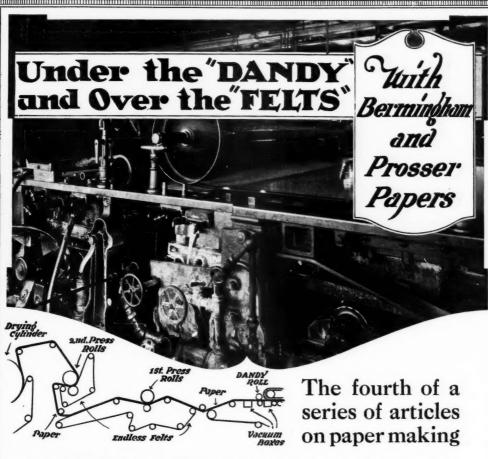
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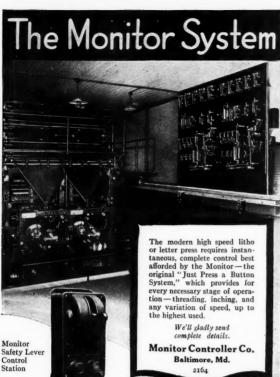
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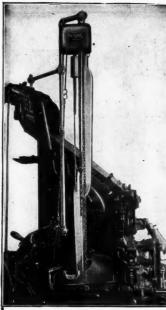
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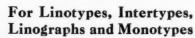
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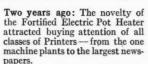
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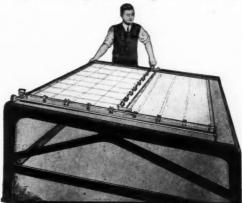
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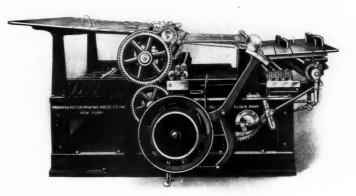
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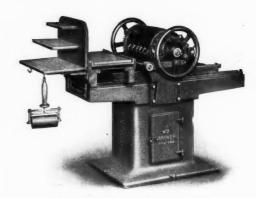
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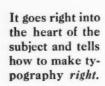
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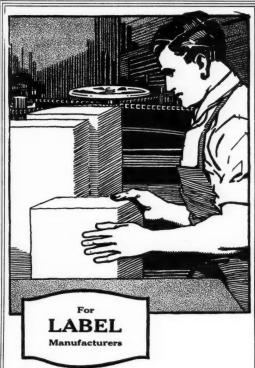
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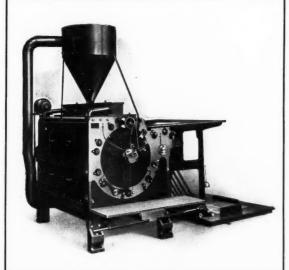
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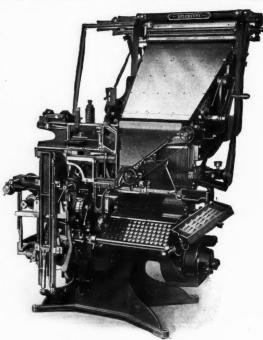
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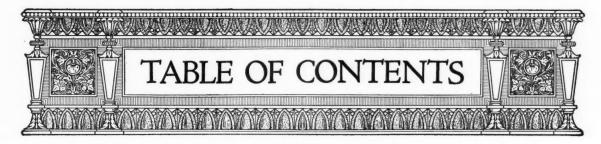
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